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- Moods of Norway – NY Market Entry -



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This paper is done as a part of the undergraduate program at BI Norwegian Business School. This does not entail that BI Norwegian Business School has cleared the methods applies, the results presented, or the conclusions drawn.

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Executive Summary

Purpose

The purpose of this document is to identify the key strategic and supplementary measures the Moods of Norway(MoN) management must take under consideration, to successfully penetrate the New York marketplace, more importantly stay there.

Methodology

In order to identify those areas of importance stated in the purpose, we looked at the several areas of importance such as the company's history of expansion, identified business objectives for the New York launch, analyzed the internal and external environment including potential competition, conducted a research to gather information consumer behavior and reactions to brand stimuli, used this research in addition to information given to us by the management to plan for the New York launch, and at last we made recommendations for the preceding of the plan when entering this new marketplace.

Company

MoN is a Norwegian fashion and apparel brand that focus on making contemporary apparel and other merchandize inspired by the cultural and geographical characteristics of the brands country of origin, Norway. While looking at the company background, it is clear that the Norwegian culture permeates the entire organization. The company's core competencies derive from the founder's creative interpretation of the rural Norwegian heritage and their effort in translating that to fit the international urban society of 2012. Further, the company has had a rapid growth since it was established in 2002 and the internal analysis suggest that the company should be able to grow even more in the years to come.

New York Competition

Based on communication with the company management and we identified MoN's main competitors in New York to be Paul Smith and Ted Baker. Both stores are located in SoHo and have similarities in European tailoring. In addition to these two, several other brands are somewhat similar. However, Were the design is similar, the price points are different and vice versa. This suggests that MoN has good market potential in NY.

Research

To identify consumer reactions to MoN apparel, we chose a qualitative approach and developed a depth interview based research instrument. We conducted these interviews at selected locations in NY, where we presumed to meet consumers that would fit MoN's target market profile. 150 interview subjects were asked during the process that started 21st of march. In addition to revealing attitudes and reactions towards the apparel, the store interior and knowledge about Norwegian culture, the instrument was designed to collect some quantitative data as well. These data's was collected to look for significant correlation between the responses in for instance age, residency and household income levels. Our research findings suggest that the slightly more conservative apparel is better received than the more extreme. In terms of store interior, the overall response was positive with few exceptions.

Recommendations

It is in our belief that MoN should standardize activities such as their merchandizing program, how they convey the brand essence to the consumers, and brand symbolic when entering new markets such as NY. The brand concept is unique, viable, and hard to copy.

However, based on the relatively small size of the company, the low brand familiarity and little knowledge about the Norwegian culture and heritage, it is important that Moods continue to convey the Norwegian exotic story in all details surrounding their business. This will enable them to shift their focus from raising brand awareness to focus on increasing profits. MoN is a creative business that should focus on converting their creativity from the designing process to a business level. This will generate PR from their innovative use of social media and special events. We also believe that if the company wants to have a long-term presence on the east-coast, they should look for new distribution partners to handle merchandize for this area. Store location will be a key factor in increasing brand familiarity, and being located close to assumed competitors will allow the MoN to steal market share from them. Further, a premium location is suggested, as it is important that they are visible to consumers unknown to the brand. The store launch should in our opinion be close to May 17th 2013, which is the Norwegian independence day. This will attract Norwegian New Yorkers and create buzz around the grand opening.

1.0 Thesis Purpose

The thesis purpose is to identify the key strategic and supplementary measures the Moods of Norway(MoN) management must take under consideration, to successfully penetrate the New York marketplace, more importantly stay there.

2.0 Norwegian Culture and Heritage

The French culture historian Jacques Barzun once famously wrote: "anyone who wishes to understand America, must first understand baseball." This statement is very powerful, mostly because it emphasizes the importance of the American mentality, where performance can be quantified in to concrete measurements. Baseball therefore can be identified to represent a part if the American mentality where measuring performance is done through statistics,¹ Barzun´s quote is very much applicable to Moods of Norway, a Norwegian fashion brand, which has built its business on rural Norwegian culture, history and heritage.

A country situated in the north of Europe, Norway is dominated by rugged mountainous or coastal landscapes. The significant distance between populated areas reflects the national culture, which is informed by an anti-urban bias that idealizes the natural environment and rural life. Historically, low geographic mobility has made people self-sufficient, especially when it comes to agriculture. Because of this self-sufficiency, agricultural tools and clothes have become major symbols of national unity that reflects the proud heritage, in which the country is built on.²

¹ Edward C. Stewart, Milton J. Bennett, American Cultural Patterns: A Cross-Cultural Perspective, p.126

² <http://www.everyculture.com/No-Sa/Norway.html>

3.0 Company Background

3.1 History

In the creative cellars of the picturesque town of Stryn, Norway (pop. 6750), two local designers Simen Staalnacke and Peder Børresen, upon homecoming from years of global travels, nights of sizzling cocktails, and international studies; gave birth to a concept soon to be known, worn, and adored, as The Moods of Norway.

- www.moodsofnorway.com

Moods of Norway, hereby referred to as “MoN”, is a Norwegian clothing brand based on the above-mentioned, proud rural heritage of Norway. The owners’ interpretation of the natural environment and rural life, mixed with contemporary global culture, forge the creative foundation in which the company is built on.

MoN was founded as a privately held company November 11, 2002, wholly owned by Simen Staalnacke, Peder Børresen, Stefan Dahlkvist and Jan Egil Flo, respectively current designers and retail manager. In 2004, Dahlkvist officially endorsed the company, functioning as a designer at the conceptual level with primary focus on shaping new product categories, International Sales Manager and President of recently established MoN USA. Staalnacke and Børresen have primary responsibility for the design of the merchandise, while Flo operates as the CEO and Financial Director of MoN with primary responsibility as retail manager.³

Innovation Norway, a state owned Norwegian company focusing on innovation and

³ Austin, O'Donnell, Krogh, Moods of Norway case study

development of Norwegian enterprises and industries,⁴ provided financial support for MoN's establishment.⁵ Based on subsequent expansion, MoN established external partnerships through collaboration with a graphic design agency. In addition, they also hired a Project Manager and Sales Manager in order to further develop the women's clothing line and gain sales expertise.

The concept derives from MoN's International Headquarters in Stryn, Norway, consisting of a 700 square meter warehouse, start-up business and distribution center, with design studio and sales exhibition hall in Oslo, Norway. In the start-up phase, MoN handled both the packaging and distribution themselves. As they further expanded, a separate logistics department was established.⁶

MoN launched its first collection in 2003, consisting of men's apparel, with a modest turnover of \$60,000.⁷ The company had total revenue of \$40,000 USD in Year 1, with respectively \$800,000 USD in 2004; \$1.5 million USD in 2005; \$2.3 million USD in 2006 and approximately \$4.0 million USD in 2007. Despite the financial crisis, MoN had an increase in sales of 110% in 2008 and invested its profits in the company.⁸ Based on annual average exchange rates, during 2007-2011, MoN had an increase in total operating revenues of \$45,284,977 USD, an increase from \$4,216,723 USD to \$49,501,700 USD. Within the same period, the profit before taxation increased from \$302,048 USD to \$16,343,537 USD.⁹ The profit and loss account indicates that despite MoN's business size, the company has solid revenue and good growth potential.¹⁰

⁴ <http://www.innovasjon Norge.no/Contact-us/>

⁵ <http://blog.norway.com/2009/10/28/moods-of-norways-fantastic-fashion-journey/>

⁶ Austin, O'Donnell, Krogh, Moods of Norway case study

⁷ <http://blog.norway.com/2009/10/28/moods-of-norways-fantastic-fashion-journey/>

⁸ Austin, O'Donnell, Krogh, Moods of Norway case study

⁹ <http://www.norges-bank.no/en/price-stability/exchange-rates/usd/aar/>

¹⁰ <http://www.proff.no/regnskap/moods-of-norway-as/oslo/oppforinger-uten-bransjetilknytning/Z0I3L90U/>

Based on relatively few domestic fashion enterprises within Norway, MoN managed to position themselves as market leaders with total of 85% domestic sales volume.¹¹ By the end of 2009, MoN had established seven retail stores in Norway, including Stryn, Trondheim, Bergen, Oslo and Flo, a peninsula consisting of 200 inhabitants.

In addition to domestic retail stores, MoN provided apparel internationally in 120 stores, and established retail stores in Iceland and Japan.¹² Having an international presence is something that always has been a long-term goal for the company. With an educational background from Hawaii, Staalnacke explained to the authors of a case study made by the Harvard Business School in 2009 how the interest for Norwegian heritage emerged, and how this laid the foundation for the business idea.

*“When you study abroad, you see how exotic your own country is and how people look at your country from the outside...The country is called “Nor-way”...It doesn’t have a neighbor in the north, so you know it’s a pretty exotic location, geographically.”*¹³

- Simen Staalnacke

In 2009, MoN expanded into The US with financial support from Innovation Norway, establishing a retail store in Hollywood consisting of 2500 square feet with 1400 square feet of retail space. Through usage of external agents, the company distributed merchandises

¹¹ Austin, O'Donnell, Krogh, Moods of Norway case study

¹² <http://blog.norway.com/2009/10/28/moods-of-norways-fantastic-fashion-journey/>

¹³ Austin, O'Donnell, Krogh, Moods of Norway case study

within The US. The same year, MoN also launched its own shoe collection in collaboration with a designer located in England.¹⁴

3.2 Current

Since the company was founded, it has come a long way on its international journey. MoN has established a strong brand portfolio with subsidiaries including Moods Retail AS, Moods International Inc., Moods Of Norway AB, Moods Shoes AS, Moods Wholesale AS and Brødrene Lie AS.¹⁵ The company has established retail stores dispersed in Norway and Hollywood, and is represented internationally by agents in Sweden, Benelux, Switzerland, Spain and Japan among others. The headquarters is located in Stryn, Norway.¹⁶

The MoN flagship store established in Hollywood operates as the American headquarters and design studio for MoN.¹⁷ Their merchandise is distributed in the US through a third party warehouse located in Los Angeles, functioning as a warehouse to their own retail stores, in addition to wholesale consumers. MoN has also established their own sales team in the US.

Currently, the production facility of the merchandise is located in Turkey, Bulgaria and Asia, in addition to distribution. Through establishment of wholly owned stores and operations, MoN has managed to increase margins and brand control.¹⁸

MoN's mantra and main goal, besides making their grandmas happy, is to make happy clothes for happy people around the world.¹⁹ The main idea, as mentioned, was to create a Norwegian clothing brand that represents Norwegian rural culture mixed with contemporary international design. This initial concept has developed in to three different apparel categories

¹⁴ Austin, O'Donnell, Krogh, Moods of Norway case study

¹⁵ <http://www.proff.no/selskap/moods-of-norway-as/stryn/-/987740353/>

¹⁶ <http://www.moodsofnorway.com/>

¹⁷ <https://www.facebook.com/moodsofnorwayusa?sk=info>

– “cocktail”, “street” and “casual”. The idea behind having three different lines is that people wear different attire based on what kind of mood they are in.

Under their three distinct apparel categories, MoN provide both men’s and women’s wear. Through provision of product diversity, from modern designer suits to combinations of signature traditional patterns from the Norwegian countryside blended in to casual, everyday clothing, MoN has managed to appeal to a diverse market, hence positioning themselves as an exotic and curious brand internationally.²⁰

Even though focusing on the curious concept of Norwegian culture that emphasizes the anti-urban bias that idealizes the natural environment and rural life, MoN has taken the Norway experience one step further. An example of this can be that a t-shirt with a Norwegian rural landmark printed on it communicates something very different when put on a consumer identifying him/her-self with an urban environment. The brands ironic interpretation of this bias in addition to mixing two historically distinct and opposite cultures, shows their efforts to remove these biases, further conveying this to the customer by being informative about doing it. By, for instance, incorporating statistical numbers of registered tractors in Norway at a specific time, on the sleeves of their shirts and suits, Moods of Norway provides Norwegian stories embedded in the apparel.²¹ Some of their products even display Simen’s grandmother’s famous Norwegian waffle recipe.²² In addition to bringing the designers closer to the consumers by using personal references such as the waffle recipe, their collections have also paid tribute to Norwegian winter sport idols such as cross-country skier Oddvar Brå and figure skater Sonja Henie.

¹⁸ Austin, O’Donnell, Krogh, Moods of Norway case study

¹⁹ <https://www.facebook.com/moodsofnorwayusa?sk=info>

²⁰ <https://www.facebook.com/moodsofnorwayusa?sk=info>

²¹ Austin, O’Donnell, Krogh, Moods of Norway case study

This storyline approach to their three apparel lines gives the brand another dimension, which reflects exclusivity and populates the consumer's mind with ideas of the exotic culture natural environment Norway has to offer.

3.3 Future Plans

The core competencies of the company can basically be identified as the company's creativity derived from the company's country of origin including the comprehensive concept exemplified by the culture pervasiveness of every detail of the brand. The result is the owner's national romantic interpretation implemented in contemporary clothes for the global and urban lifestyle. This is viable and very difficult to copy. Future plans should therefore include further expansion by entering into different markets, where appreciation for unique concepts such as MoN is to be found.

Based on Moods of Norway's further expansion and business growth, several different possibilities are being considered. Until now, the men's collections represent the majority of the company's total sales. Hence, in order to continue this success, they must consider balancing their product portfolio to include more women's wear.²³ With this in mind, the main priority regarding future development as a brand, will include working consistently in search for new marketplaces that are receptive to curious concepts such as MoN. For this to happen, MoN should use well thought through core strategies, which emphasize and communicates the origin of the brand. Since the Norwegian culture permeates the brand, local adaption will be of less importance. This is rationalized by the fact that the entire concept of MoN is built around a culture that is, and should be, distinct from what is

²² <http://blog.norway.com/2009/10/28/moods-of-norways-fantastic-fashion-journey/>

considered common to those consumers that are fascinated by new and exotic. The main focus for MoN will therefore be to inform new customers about what the brand is all about, furthermore highlight important elements of the Norwegian culture so that potential costumers easier can embrace the brand and identify themselves with it. Further, MoN should somewhat standardize how they appear in markets they are currently in. This will include standardizing their merchandizing program, store interior, and collections available. By doing this, they will eventually be able to shift the focus from informing potential customers about the brand essence and raise brand awareness, to increasing profits. While low local adaption is mentioned, it is important that the brand seek new edge in markets where the Norwegian culture is not as exotic and appealing as in others. To exemplify this, the brand has used celebrities and opinion leaders to promote the brand as edgy and different. This may generate the initial contact needed between the consumer and the brand before they can be informed what the brand is really about. On the other hand, if the consumers know about it, this may enhance the consumer's brand perception and lead to repeat visits.

MoN's competitive advantage is in our belief the foundation in which the company is built on. By differentiating themselves by having a culture permeate the whole brand, it is hard for the competition to copy exactly what MoN are doing. Because of this, there will be easier for MoN to enjoy the perks of a niche brand on an international scale.

²³ Austin, O'Donnell, Krogh, Moods of Norway case study

4.0 Business objectives

4.1 Business Objectives – New York Introduction

MoN is currently looking to expand their business to new markets within the US, and successfully enter New York through the establishment of a retail store in New York, New York. Details around how they should effectively and successfully approach this new market with respect to target market, competition, consumer behavior, location etc. forms the business objective.

In order for MoN to successfully launch a store in New York City, it is critical to focus on developing brand association and brand awareness. Historically, MoN expands their business based on two different strategies, either to create brand awareness or to increase profit.

Dahlkvist stated that the cooperation had a basic criterion:

“Either we make a lot of money or it helps us expand internationally.”²⁴

In 2009, Moods of Norway entered a partnership with the Norwegian apparel brand Helly Hansen (HH). HH is a brand that produces performance outerwear for world-class sailors, skiers and adventurers who spend their time between human will and nature’s forces.²⁵

Together they created a limited collection in order to increase their profit margins and create brand recognition. HH enjoys internationally recognition for their performance outerwear,

²⁴ Austin, O'Donnell, Krogh, Moods of Norway case study

²⁵ <http://www.hellyhansen.com/about-us/heritage>

while MoN is more hip and trendy. The high quality of HH was something MoN was able to take advantage of and gain valuable experience as HH has built its brand on producing quality apparel. By mixing the MoN contemporary designs with the quality of HH, both companies capitalized on the others best qualities, hence increased profit margins was achieved.

Based on the assumption of consumers' having little knowledge about Norwegian rural culture, MoN has focused its effort to mix Norwegian rural culture with contemporary designs. By creating a unique brand, MoN's strategy must cultivate familiarity with its brand in order for them to successfully penetrate the New York marketplace. For this to happen, they should establish a store in an area characterized by high consumer traffic and strong competition. The rationale for this is that high consumer traffic will increase the potential customer base for MoN. As brand awareness increases, MoN can focus on increasing profit.

4.2 Target Audience

The New York marketplace consists of very diverse consumers. In order for MoN to preserve their look based on the brands origin, it is essential to focus on providing their apparel to a specific target market that accepts the look for what it is, in addition to eventually obtain an international standard of recognition. This is something Staalnacke stated:

“If we listened to all the different customers in all the different countries, the look would disappear.”²⁶

- Simen Staalnacke

In order for MoN to be successful, it is critical to identify and establish a specific target market. As of today, MoN has identified their target market in the age range of 18-35. The target market consists of a higher age range for the signature men's suits.²⁷ However, this target market was decided over two years ago, and their merchandise mix has not changed much since then. Their merchandise mix offers a wide variety of different clothes for every age group. In terms of preferences, MoN can offer both a conservative and more daring and colorful lines of clothes.

MoN have positioned themselves as a relatively high price brand by targeting mid to high-end fashion conscious consumers, with a somewhat high income. By combining innovative design with lots of colors, humor and modern tailoring, and a full range of apparel and accessories. In order to successfully launch a store in New York City, MoN has to revise their current target market to young adults from about 25 years to mid 30's (25-34 to coincide with commonly used demographic segments). The argument for this is that the price level of the apparel is affordable for this group, and they are financially independent from their parents. According to MyBestSegments classifications, the Bohemian Mix represents the primary target market by age and lifestyle. The Bohemian Mix classification consists of mobile urbanites representing the US's most liberal lifestyles. With a primarily age range below 55, the Bohemian Mixers are early adopters with desire to check out the latest movie, nightclub, laptop and microbrew. Furthermore, typical income earned in New York by persons within this target market segment is approximately \$57,083 USD.²⁸ Based on the high price level of the signature men's suit, the Young Digerati classification would be more suitable for this target market as the typical income earned in New York by persons in this target market is

²⁶ Austin, O'Donnell, Krogh, Moods of Norway case study

²⁷ Austin, O'Donnell, Krogh, Moods of Norway case study

²⁸ <http://www.claritas.com/MyBestSegments/Content/tabs/filterMenuFrameWork.jsp?page=../Segments/snapshot.jsp&menuid=91&submenuid=911>

higher. The Young Digerati classification consists of highly educated consumers living in fashionable neighborhoods where the communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques. Typically income for this classification is approximately \$91,104 USD.²⁹

However, a secondary target market can be identified in young adults from around 18 to 24. This group is partially financially independent, while some have an upper middleclass origin, which allows them to buy MoN clothing and apparel based on their parent's income level. The consumers within this target market are a result of families with a high household income, typically classified as the Family Fortunes. This classification consists of wealthy adults with high incomes and expensive homes enjoying an energetic lifestyle consisting of shopping at high-end department stores. The typical income earned in New York by persons within this classification is approximately \$112,533 USD. This, combined with typically many children, allows consumers within MoN's secondary target market to buy clothing and apparel based on their parent's income level.³⁰

The MoN's target market consists of four groups. Firstly, a group composed of consumers who are willing to pay for the symbolic elements of the clothes, these are commonly people who buy clothes because of the image they represent, and the way they want to be perceived by wearing these clothes.

²⁹<http://www.claritas.com/MyBestSegments/Content/tabs/filterMenuFrameWork.jsp?page=../Segments/snapshot.jsp&menuid=91&submenuid=911>

³⁰<http://www.claritas.com/MyBestSegments/Content/tabs/filterMenuFrameWork.jsp?page=../Segments/snapshot.jsp&menuid=91&submenuid=911>

Secondly, persons with a high level of self-confidence who likes to stand out in a crowd, using untraditional design and a wide variety of colors, no matter if it is street wear, casual or cocktail attire.

The third identified group consists of individuals who buy the merchandise because they believe that Norwegian clothes are of high quality. MoN should capitalize on associations regarding Norway's climate, geography and culture already created by other brands. The Italian brand Napapijri uses the Norwegian flag on nearly all their garments as a tribute to the Norwegian explorers that first traveled to the Polar Regions by foot and by dog sled over 100 years ago. By this, Napapijri have created associations towards quality in Norwegian clothes, which MoN can take advantage of by introducing itself as not only a hip, trendy and cozy brand, but a high quality brand as well.

The fourth group identified is men and women who enjoy sporting activities, but also want fashion design in their sportswear. These people are often young trendy people who are interested in wellness and health, but also fashion and like to look their best even when working out. In the start of 2011 in Norway, MoN had agreed to sell their sports-wear in 60-70 sporting goods stores in Norway. Therefore, in New York City, where people are considered being more conscious than other places about lifestyle, there is a large potential market for fashionable sportswear.³¹

The fifth group identified is fashion curious tourists of all nationalities. They are easily observed in known shopping district such as Fifth Avenue or SoHo. These tourists often want to bring home clothes not found in their home market.

³¹ <http://www.tekstilforum.no/id/46340>

These five groups of people can be tied together and characterized by being fashion centric, they have an appreciation for high quality and they have a need to follow new trends. They are often young adults, or older people that are young at heart.

5.0 Opportunity Analysis

5.1 SWTO Analysis

STRENGTHS	WEAKNESSES	THREATS	OPPORTUNITIES
Consistency between management, the brand and its symbolic and the merchandize	Little familiarity regarding Norwegian history, culture and traditions embedded in the clothes	Competitors that are somewhat similar in their brand concepts which is easier for consumers to identify themselves with	Create brand preference based on the exotic identity offered
Product diversity	Harder to focus promotion of the brand and the customers lack of knowledge about the diversity of their product line	Competitors with a solid customer base located in the same area as the MoN New York establishment	Steal market share from the competition that offers similar products

International experience	Only established one retail store in the US, Los Angeles.	Competitors with established retail stores dispersed in the US.	Research and expansion to new markets within The US, Manhattan, New York
Creativity in marketing and promotion of the brand	Little brand recognition or association	Powerful influential competitors with strong, established brands	Develop innovative marketing strategies with focus on promoting the brand with limited resources to create brand awareness
Solid revenue considering business size, good growth potential	Small-sized company	Well established brands such as Paul Smith and Ted Baker	Scalable differentiation
Unique concept	Brand unfamiliarity	Low recognition	Create brand associations and brand awareness that are in line with their positioning strategy, which emphasize on being cool and cozy

5.1.2 SWTO Implications

After conducting the SWOT analysis of MoN, we see clear signs of internal strengths that the brand can and should be able to capitalize on. First, they have a unique concept that in addition to being viable and hard to copy, permeates the entire company. Even though the

company is small, it is evident that the company culture is very strong, meaning in this context that the management's behavior in promoting the brand is closely related to the company's identity. The fact that the management and the brand has a clear line between all their activities, shows that they have a very strong internal framework which communicates the brand essence and creates brand recognition in markets they currently have no presence in. It is therefore important that MoN capitalize on their internal core competencies like the integration between all details surrounding the name, brand symbolic, merchandize and management when looking to enter new markets. By doing this MoN may also minimize their major weakness of being unrecognized considering the cultural foundation the company is based on.

Second, in addition to the international experience gained from providing apparel to 120 foreign stores, the brand has its own establishments in Japan, Iceland and Hollywood. Even though they haven't operated long in these markets, the company has been able to obtain valuable information regarding consumer preferences and behavior in the respected areas of establishment. The experience from their LA flagship store is of special importance, since further expansion to NY involves encountering somewhat similar consumers. However, it will be essential for MoN to recognize that some adjustments to the NY market must be made in order to be successful on the east coast as well. To turn this around, one may say that the experience from LA may have the effect of a two edged sword. If they believe the total US market is homogeneous because of the success in LA, it may backfire and give a negative result in NY.

Third, taken under consideration MoN being a relatively small-sized company with low budgeted marketing expenditures and limited resources to spend on traditional media

channels, it is important that they convert their creative competitive advantage in the designing process to a business level regarding how they communicate with their target market through the media. The size of the company is obviously a weakness and to grow in the pace necessary gaining PR from being innovative in their marketing efforts are of key importance.

Fourth, The brand provides a wide variety of products. This is important when entering marketplaces characterized by diverse consumers. The weakness by providing too many products, are that it is difficult to focus their marketing efforts on one specific product or line. Further, if brand familiarity is initially low, the result may be a weak brand identity and a diffuse positioning because the consumers don't know which products to relate to.

5.3 External Analysis

5.2 Competitive Analysis

After visiting several stores in New York, the brand we identify as the most similar to MoN is Paul Smith, due to their modern European tailoring and combination of use of colors and patterns. Even though Paul Smith is significantly more expensive, only Paul Smith in New York City uses patterns and colors in the same way.

As of now, Paul Smith considers other brands to be nonthreatening to them (ref: store manager in Soho, Sergej). Therefore, MoN is in a unique position to establish its own New York store as a less expensive alternative to Paul Smith, by making similarly distinctive styled clothes available to people who are interested in buying such clothes, but may not be able to afford them at the price-level set by Paul Smith. It should be mentioned that Paul

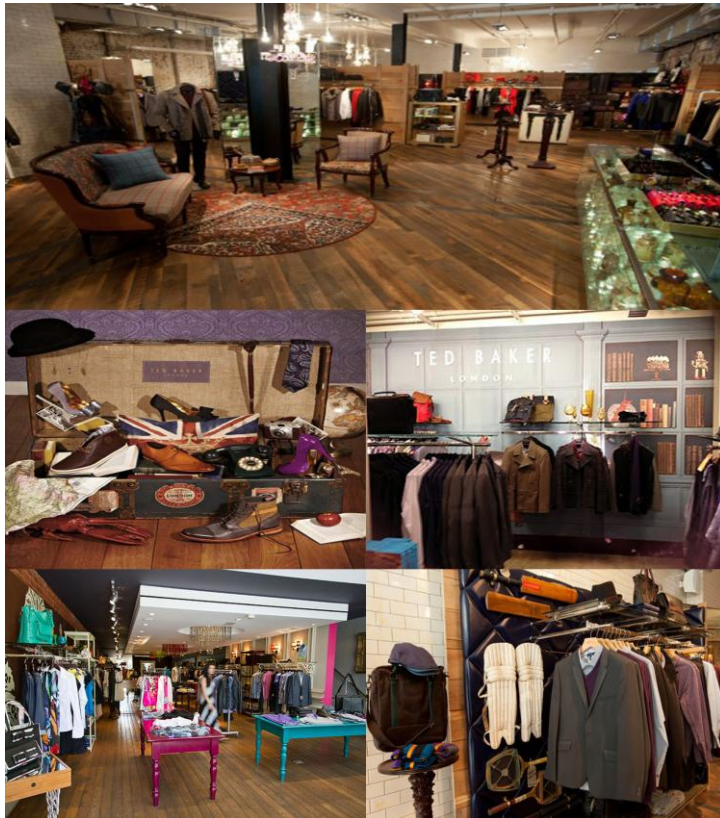
Smith also has a less-expensive line available as an alternative to their more expensive luxury line, but it is not as prominently presented in their New York store in SoHo.

Picture of the store below:



The second brand we identified as a competitor is Ted Baker. They also combine modern European tailoring with playful colors and patterns that are similar to MoN. In addition, they resemble each other in use of patterns and colors in their inner garment. However, it should be said that Ted Baker is slightly more expensive and conservative than MoN. For the two brands to have so similar products, but the competitor being slightly more expensive may be an advantage, in terms of attracting their more price sensitive customers.

Picture of the store below:



The third brand we recognize as a potential treat is Ben Sherman. They are slightly less expensive, but well established in the U.S and already have a large customer base. They have clothing lines that have similar European tailoring. Some of their clothes might resemble MoN, even though most of their garments are also somewhat more conservative. For customers willing to substitute Ben Sherman, buying MoN can function as a substitute for those who want to try something slightly more daring and edgy.

The fourth brand we consider as one of the largest threats is Topman/Topshop. Even-though they believe H&M is their largest competitor, a brand that is considered to be an inexpensive brand. They are very good at keeping up to date with modern European style and tailoring. Topman/Topshop also has the ability to quickly reproduce the most innovative styles in the market and make it available in their stores.

Other brands that we identify as a potential threat is J. Crew and Tommy Hilfiger. Many of J. Crews styles can resemble some of the more conservative MoN apparel. Although J. Crew prices are slightly lower, they may be considered a potential threat.

Tommy Hilfiger, is also somewhat cheaper in pricing. However, some of their styles can resemble MoN as Tommy Hilfiger has adopted a more European look to their clothes, in terms of colors and tailoring. However, they don't emphasize the small details in their design such as Moods of Norway use. Details such as tractors and cocktail glasses, and they tend to be more conservative overall.

5.3.1 Economic factors

A forecast made by the OECD in 2011 indicates that the fashion industry has passed the acceleration phase and is now stabilizing after the recession, in addition to a consumption growth of 1,6% in the US. Further, the U.S. dollar is expected to be stronger for 2012 and 2013 than in 2011, which indicates that the market for consumer goods is healthy, but the expenses in terms of establishing the business are considered higher. The strength of the U.S. dollar indicates a boost in imports, and "benefits consumers by holding down the price of imports and keeps the pressure on producers and exporters to keep costs down and productivity up."³² So we can draw some conclusions, about the economic environment that indicates a growth in consumption that will facilitate increased sales, but costs associated with establishment of a store will be higher with a stronger currency rate. A stronger dollar also suggests a more competitive market, since consumer goods traffic will increase in proportion to one's own personal financial situation.

³² <http://www.dailymarkets.com/economy/2009/05/24/which-is-better-a-strong-dollar-or-a-weak-competitive-dollar/>

5.3.2 Social Factors

As for demographic data, New York is considered one of the highest income states in the US, ranking 5 in a publication of the U.S. Bureau of Economics with a PCI of \$48,821 a year. This allows us to make assumptions of a high consumption by the New York locals. In addition a flourishing tourist industry which in 2010 represented a number of 39.1 million domestic visitors and 9.7 million international visitors the very same year.³³ These numbers indicate a diversity of people with a high purchasing power, which gives this external factor a potential positive influence on the company's plans of establishing a high-end fashion concept store in Manhattan.

5.3.3 Technological Factors

According to the Pew Research Center, the U.S leads the global adoption of social media. Having performed a survey questioning respondents in 22 countries worldwide, research shows the U.S are representing the highest overall rate of 46 percent. In total the U.S has about 56 % of Internet users, claiming to use social media sites.³⁴

As of 2011, there are 149 million American active Facebook users, and 70 percent of these log in to the social network daily. That is a 49 million increase in two years.³⁵ In 2010 Experian Marketing Services analyzed the top 1000 search terms for 2010, where Facebook was the top-searched term overall³⁶

Twitter is a widely used social media platform. The U.S accounts for 62.14% of all twitter users, where New York has the most twitter users, according to Sysomos Marketwire

³³ <http://www.nycgo.com/articles/nyc-statistics-page>

³⁴ <http://www.clickz.com/clickz/news/1933837/leads-global-social-media-adoption-pew-report>

Company.³⁷ Also YouTube accounts for 86% of online video watching.³⁸ Market research done by the analyst company Gartner shows that within 2015, social media will generate 50% of all sales.³⁹

Given this data, it is clear that Internet and social media innovations will impact businesses in the U.S. These findings indicate that companies adopting social media platforms may have an advantage over companies not choosing to engage in social media platforms. New technology will influence retail companies on how they conduct business. A larger and larger scale of sales is done through social media today. Businesses not following this may loose terrain in the long term.

5.4 Implications

5.4.1 Competitor implications

A major implication MoN might encounter is falling behind their competitors, as they are already established in the market. If MoN is not able to steal enough market-share to be profitable, it will be hard to maintain a successful retail business in NYC and eventually grow in the future. It is important to market the brand well, and to create word of mouth and brand recognition to make the brand more interesting than the already established brands. Not being able to do so will eventually result in failure for the store in terms of sales revenue and frequent buyers.

³⁵ <http://techcrunch.com/2011/02/10/facebook-now-has-149m-active-users-in-the-u-s-70-percent-log-on-daily/>

³⁶ <http://www.hitwise.com/index.php/us/about-us/press-center/press-releases/facebook-was-the-top-search-term-in-2010-for-sec/>

³⁷ <http://www.sysomos.com/insidetwitter/>

³⁸ <http://socialmediatoday.com/jeffesposito/276487/state-social-media-usa>

³⁹ <http://www.dagensit.no/article2259947.ece>

Another major implication is to establish the store in proximity to other similar stores to attract consumers that might use MoN as a substitute instead of the competitors. It is crucial for MoN to establish the store based on qualitative research that shows the customers preference for these types of clothes. Listening to the identified potential customers is crucial for the selection of a successful location.

5.4.2 Marketing implications

When guerilla marketing the brand, it is important that MoN is perceived as a serious high-end brand as they want to appear. There is a balance between marketing something that might appear to be fun and outgoing, but still high-end, than something that might seem to fall in-between as a cheap unsophisticated brand. For example if they are to roll around in a pink limousine having people play karaoke and serve waffles, they need to maintain a bit of classiness by also having champagne. For those under the drinking age, serving Mozell, a Norwegian soda that looks like champagne is a good alternative. Marketing strategies that might work in other markets, might not work in NYC.

6.0 Research

6.1 Primary Research Objectives

When we decided to conduct research on consumer reactions to MoN, we decided to perform qualitative research to map out what the diverse New York marketplace thought about the brand, their concept and the likelihood of the respondents buying clothes at the store. We also wanted to understand what people associated with Norway because Norwegian culture and heritage forms the foundation of the brand identity. Learning what people in New York associate with Norway gives us the opportunity to understand what MoN's focus should be at

this time. Furthermore understand how they can use Norwegian culture to their benefit in the New York market place. We also wanted to find out if the respondents could give us an indication if the assumed target audience is right.

6.2 Methodology

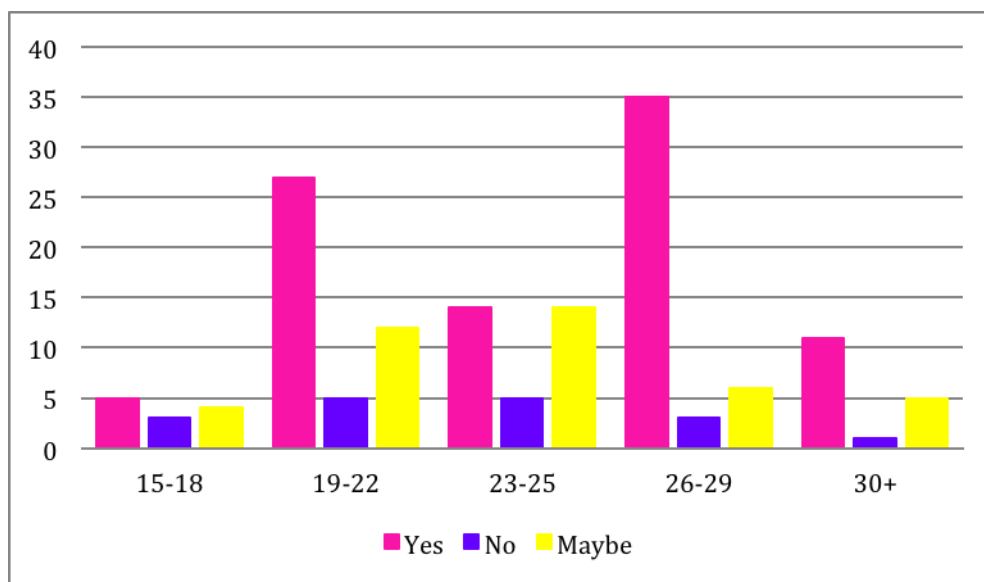
After we had developed the questionnaire (see appendix) we went out in different parts of New York including: Washington Square Park, Central Park, Queens, Chelsea, Soho, Bryant Park, and we also attended a convention at Pace University where we asked people to complete a survey questionnaire. The survey was conducted as a one-on-one interview where we asked the questions and wrote down the answers. For question number 3 and 7/8 we showed the respondents a photomontage of a MoN store and MoN clothes respectively to get their response on what they thought about the store interior and the MoN outfits. As the research progressed we changed the photomontages to what we believed showed the MoN brand in a better way. The responses both before and after the montage changes were very similar. We also made a minor change to the questionnaire, as we added a question about where the respondents would expect a store like this to be located making question 7 becoming 8, and then gave them five alternatives. These being SoHo, Meatpacking district, Madison Avenue, Fifth Avenue and Times Square.

We chose the respondents based on what we thought their age was. In trying to get a picture of how Moods of Norway would do when entering the New York market we believed it was important to interview people that Moods of Norway believe are in their target audience. Moods of Norway believes that their target audience is between 20-30 years old, medium + income, interested in music and the web, and are over moderately interested in fashion. We

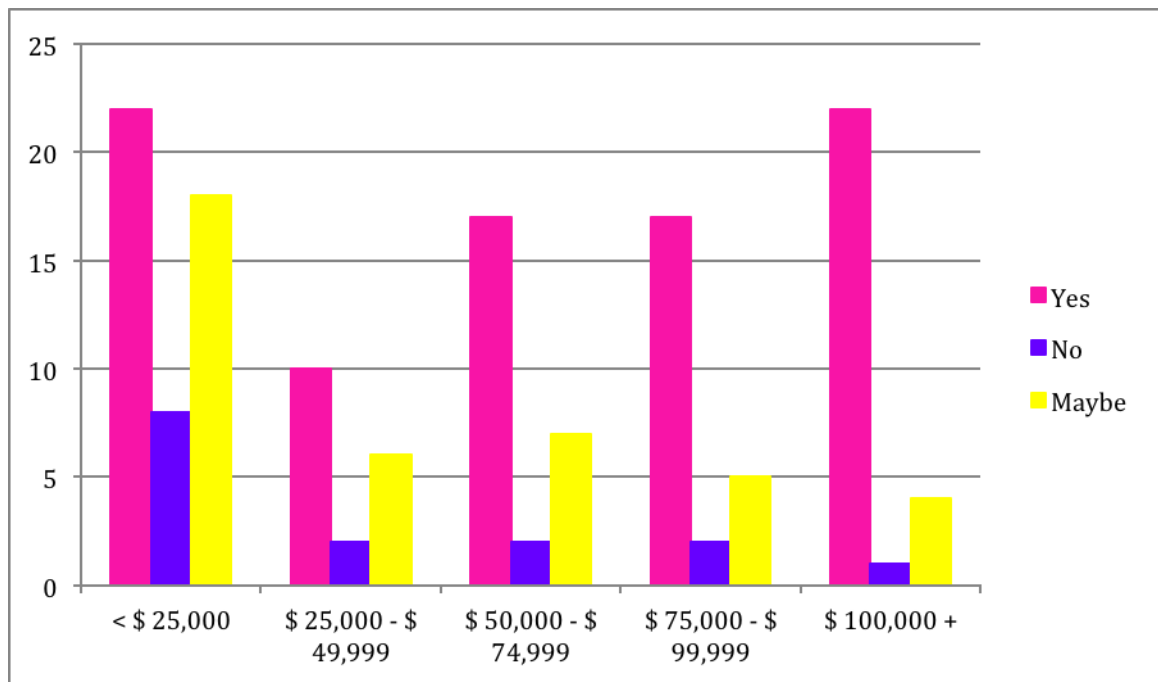
therefore asked people that looked to be between their early 20`s to early 30`s, that looked well presented in the way they dress.

6.3 Target Markets

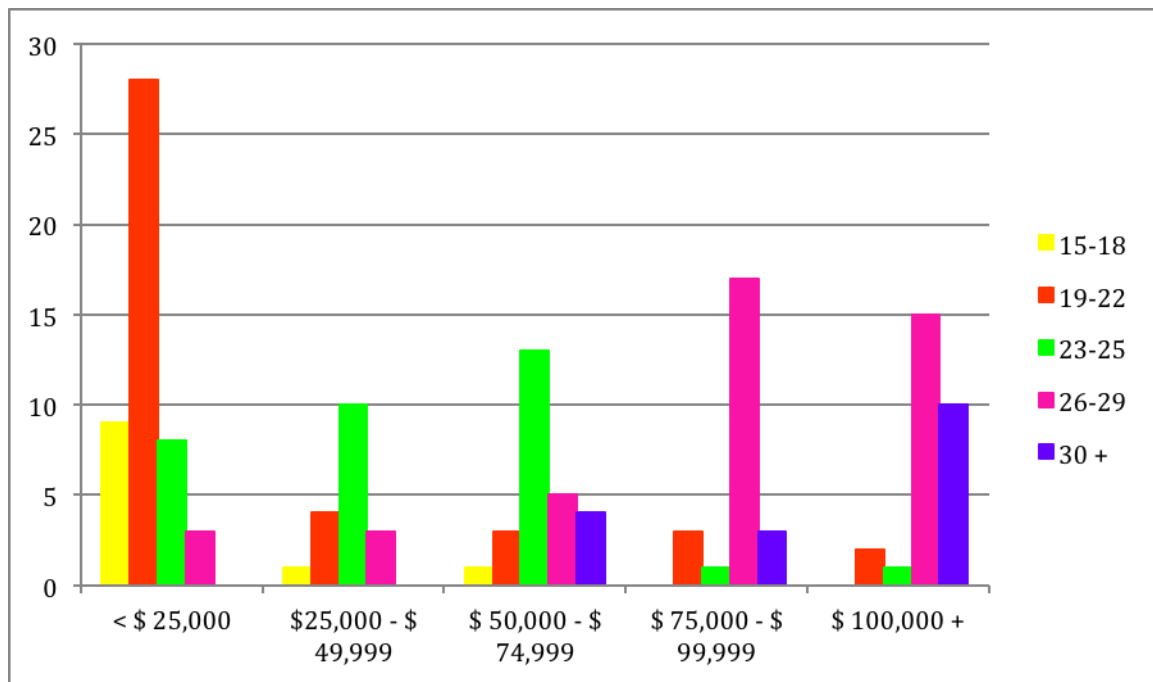
When it comes to target market we gathered some demographic data to try and distinguish different groups based on age, income and possibly education and how likely they are to shop at Moods of Norway, when the store opens. The respondents were not informed on Moods of Norway price points, but gave the answer based on the picture of the store and the pictures of the clothes they were presented.



Based on how old the respondents are and the question if they would shop there, there is an indication that the age groups 26-29 and 30+, together with the age group 19-22 are the age groups that are most likely to shop at MoN.



When we look at income and if the respondents would shop at MoN there is no particular group that stands out. All the income groups have a high percentage of people saying that they would shop at MoN. There is however possible to see that the lowest income group is the one group that has the most maybes, most of the respondents that answered maybe believed that the MoN apparel are too expensive for them, but they would buy something if the price was right.



By looking at age vs. income we can see that the age groups 26-29 and 30 + are the two groups with the highest income levels. These two groups are also very positive about shopping at MoN. This indicates that these two age ranges are the prime target market for MoN, with the age group 18-24 as a secondary target market. This is however just an indication, since the respondents were not given any price indication on MoN apparel and it is just based on the pictures they have been showed.

6.4 Interior Reactions

To get a basic understanding of what prospective MoN consumers thought about the store we showed them a photo montage of pictures from various MoN stores to try and replicate how the store in New York would look like. Then we asked them their reactions on the store, if the picture reminded them of any other stores and what they felt was unique with the store.

When respondents were asked to indicate their reactions to the store, the answers varied but most of the responses were positive, stating that “it looks very inviting,” “looks cool,” “they

liked it”, “it looks very different from anything they had ever seen”, “it’s hip,” and many noted that it looked like a living room. There were also some negative responses, stating that “there is too much going on”, “looks very messy”, and it “looks phony” were among the more negative responses that came as a result of the interviews. There were also several remarks that it looked like a big store with little clothes on display and the respondents therefore drew the conclusion that it was a high-end fashion brand. Others also remarked that it looked like a high-end store based solely on the pictures of the store without further explanation to why.

6.4.1 Brand Difference

When the respondents were asked what they thought was unique about the store based on the photos, the tractor was mentioned the most times as the most unique thing about the store. The second most unique feature the respondents mentioned was that it looked like a home or a living room. The bear that is depicted is also mentioned as one of the unique features of the store.

6.4.2 Store Uniqueness

When we asked if the store reminded them of any other store they had been to, there was a clear difference between the men and women participating in the interviews. The men listed three different stores that they were reminded of when presented with these pictures: Urban Outfitters, Ralph Lauren, and Abercrombie & Fitch. The women participating in the research named several stores that they were reminded of.

These are: Abercrombie & Fitch, Hollister, Guess, Anthropologie, Onassis, Urban Outfitters, Gilly Hicks, Tommy Hilfiger, J Crew, Ralph Lauren, Diesel, All Saints, and Yumi Kim.

6.5 Location

When we asked the respondents which area they expected the store to be in, we gave them five choices of different areas in New York. These five areas were: SoHo, Meatpacking district, Madison Avenue, Fifth Avenue, and Times Square.

The respondents had the opportunity to suggest one or more of the areas. The respondents answered this question after being shown a photomontage of pictures from other Moods of Norway stores. The research shows that most of the respondents expected a store like this to be located in the SoHo neighborhood, followed by the Meatpacking district, Madison Avenue, Fifth Avenue, and last Times Square.



6.6 Clothing Reactions

When it comes to the reaction to MoN's clothing the men that were questioned are mostly agreeing that some of the pieces are too "loud", that there is too much color and patterns than they would like to wear. Several of the respondents are in an agreement that you have to be bold and like to stand out in a crowd to wear these pieces. There are some of the respondents that are positive towards the more colorful styles as well, proclaiming "fantastic mix of colors" and "love the colors and suit design". The more plain pieces that were part of the photomontage received a more overall approval from the men.

The women that were questioned are very positive towards most of the clothes, stating that they would wear most of the pieces presented and that they think the clothes are cute and nice. Some state that they think it too much color, but they are mostly positive towards the colorful pieces and patterns on the clothes.

6.7 Positioning

When trying to position the brand in an environment recognized by high competition and diverse consumers, MoN may encounter some difficulties due to low brand familiarity within their target market. As the research suggests, Norway, more specific Norwegian culture, is something most New Yorkers cannot identify themselves with. It is in our belief that MoN should look at their experience from the Hollywood establishment to successfully position the brand the way they tend to do both in NY and internationally.

In LA, it has been a key factor to let celebrities and rock stars front their brand. By doing this, consumer perception has increased and the brand has obtained a position, positioning Moods as a daring exclusive different brand targeting 25-34 year old consumers with mid/high income.

It is worth mentioning when the question of positioning arises, the golden tractor is one of the strongest brand symbols. The golden tractor is the MoN logo and more importantly communicates the essence of the brand. The positive thing about brand symbols is that they don't need to be rational, but they must be special. The MoN tractor is absolutely special, something that comes forth in the research. In addition to being a Norwegian cultural landmark, it is not an ordinary tractor, as it's covered in gold. This is important because it sends out the message that even though the Moods design is based on Norwegian rural heritage, the brand essence is exclusive as well. Further, this helps to better communicate the balance between the elements of their positioning strategy, which includes being different, exclusive and edgy, most derived from the exotic Norwegian culture.

MoN's choice to implement the golden tractor in their store is in our opinion no coincidence. It leaves the consumer curious about the brand, a brand that decorates their stores with a big golden tractor. This curiosity may contribute to repeat visits.

7.0 New York City Launch

7.1 Location

To be successful in the retail business, location is most important. Obviously, every company wants to be situated in the premium hotspots of consumer traffic in New York City.

However, for those brands that hold the most attractive store spaces, it basically comes down to one question. The question of money when selecting a space for your store, there are several variables that need consideration. Does the space need to be on a specific street? Does it need a basement? Last and most importantly, how big does it need to be? All of these questions form a cost basis for those wanting to establish a business a particular area of interest.

Through the communication we have had with MoN considering location of the store, it is clear that this is of vital importance for their overall company strategy. MoN's strategy does not involve heavy advertising expenditures. Instead, MoN relies more on customer recognition achieved through promotions and PR obtained from organizing special events. This is something they have stuck with from the company's early days when their financial situation was much more dependent on being creative in marketing the MoN brand. It is therefore essential that a MoN store is located in an area where people can actually see them, even though the costs are high. This can be rationalized by several factors. First, as their financial situation has improved, being located in New York is more likely to be "affordable". It is our opinion that a well situated store location, hence an expensive one, is needed to support their brand promotion strategy due to relatively low brand recognition before market entry. In addition, when analyzing MoN and how they have entered markets previously, a question of market presence is not considered without having sufficient funds to

having a premium presence. This relates to the importance of being visible to consumers that are unfamiliar to the brand.

Second, theory suggests that being located in an area where assumed competitors are present will increase the potential customer base as a consequence of a cluster effect that the area generates. The premium priced retail areas are generally populated by strong brands with solid revenue and customer base. MoN will be able to take advantage of this, and their brand reputation will be enhanced as a result of the reputation of the competition in that particular area of stores. Even though this is not assured, it is a theory that explains why certain streets have brands similar to each other.

Third, as we addressed earlier, MoN have been particularly good at promoting the essence of the brand with a low use of resources. MoN will be able to engage with new potential customers that identify themselves with similar competitors, and benefit from their proximity to its competitors.

7.2 Distribution

Moods of Norway currently use a 3rd party warehouse in LA to store and ship their merchandise to their store in Hollywood and to their wholesale customers. Since Moods of Norway already has an established relationship with a warehouse, the best strategy might be to expand this relationship and have them also distribute the clothes to the New York store. With their clothes being manufactured in LA, Istanbul, and Asia⁴⁰ it is easier to ship to the LA warehouse first, and then distribute it from LA to the New York store. With the warehouse already shipping merchandise to over 60 different wholesale customers in the US,

⁴⁰ <http://stream.fidoo.com/interviews/best-of-la-interview-with-moods-of-norway-designers/>

they have most likely a big distribution network. They also send clothes to some wholesalers in New York already and it seems that Moods of Norway could expand their shipment to the east coast quite easily. On the other hand, transportation costs between the east-coast to the west-coast can be very expensive. It might therefore make sense to look for a new 3rd party wear-house on the east coast for their operations in this area.

7.3 Merchandising

*”Merchandising can be defined as the method used to communicate product information, promotions, and special events and to reinforce advertising messages through non-media communication vehicles.”*⁴¹

Based on our anticipation that customers may have little brand familiarity with MoN, it is essential for the brand to focus on Point-of-Purchase materials, as most of the purchase decisions will be made in the store. Creating brand familiarity should therefore be the primary purpose of their merchandising program. Through our research, we have collected information indicating that MoN is particularly good at captivating customers based on some key elements of their merchandising.

7.3.1 Packaging - New York Moods of Norway Store

While it has been said that packaging is one of many things that directly influence the customer’s recognition and perception of the brand, our research suggests that the MoN’s store must increase the curiosity around its brand and its origin. MoN may need to adapt their store locally as a result of differences in consumer’s preferences between the marketplaces it operates in around the world. MoN has gained experience in the US marketplace from its

⁴¹ Hiebing, Cooper, Wehrenberg, The Successful Marketing Plan p.467

operation of their LA store. It can be argued that the LA customer differs from those in NY, hence some local adaption must be made. That said, it is in our belief that the present store (in LA) and the manner in which it “packages” its merchandise offering there should be kept as a standard and, as already suggested, adapted slightly for the NY market. Our research among consumers in NY, suggest that the iconic landmarks used in their packaging both in Norway and LA, are appealing to NY consumers as well. Keeping the store atmosphere (the “packaging”) will create a common perception of the Moods of Norway brand. Once their recognition in New York and LA grows among its targeted segment, the company will be better able to develop an international perception of the Moods of Norway brand and the merchandise it offers. Once accomplished, this will enhance the company’s abilities to improve cost control.

7.3.2 Display

Historically, Moods of Norway has been very strategic in how they display their merchandise. Their storyline strategy has been implemented in every detail of merchandising, including display. The MoN story should be conveyed in the display of the merchandize by emphasizing on, and highlighting the labels of the clothes that communicates funny “facts” about the garment such as “Made in Europe by really really pretty blonde girls” and “pants inspired by deep fjords, a few cocktails and a grandmother with exquisite taste”. Further, it is important for MoN to be consistent in highlighting the story elements of the brand in their merchandizing program. This enables the brand to communicate the brand essence more effectively. It is also important that their clothes are displayed so that the customer can get a sense of how the different items actually look while wearing it. MoN has also been very consistent in displaying their merchandise so that it is in harmony with the store environment.

In our research findings, it comes forth that the display and merchandise as well as the store environment are blended together in a balanced way, which gives the clothes and the store a “cozy” feel to it. This is exactly consistent with management’s strategy, something Staalnacke points out in a Harvard case study.

“A lot of brands are trying to be the most trendy or the most cool, but that position always varies. We’re trying to be cozy and cool – that position is not taken by as many brands.”

-Simen Staalnacke

The initial thought behind the display of the Moods of Norway merchandise can very easily be interpreted as a reflection of this statement.

7.3.3 Atmospheric

MoN is known for creating a unique in-store atmosphere as they combine a contemporary store design with traditional Norwegian landmarks. By incorporating tractors, skis, and other unique symbols of Norwegian culture and heritage, they will attract targeted customers that are drawn towards unusual and diverse concepts.

4.3.4 Promotion

As MoN launch in NY, they should continue their storytelling strategy through their promotional activities. MoN have a tradition of being something quite different than their competitors. This extends also to the comprehensive use of promotional activities illustrated by the unexpected use of real snow shipped in for the grand opening of their L.A. store and serving grandma’s waffles during opening hours. This is something we will look at for the launch in New York as well.

7.4 Price Range

Moods of Norway are in the medium-high end price brand. Pricing for a full suit ranges from \$ 498-648. This price range suggests the product's quality, and customers associate higher price with quality. By implementing a higher-price differentiation strategy Moods of Norway will probably attract the less-price sensitive segment of the market. Any short-term increase in price is less likely to lead to a drastic loss of sales volume. The market MoN is entering is competitive and customers have very specific needs.

7.5 In-store Experience

The In-store experience is in our opinion a powerful communication tool itself where you have the opportunity to influence the customer perception of the brand both consciously and sub-consciously. A good in-store experience can be the difference in developing customer preferences between repeat visits, which eventually leads to customer loyalty, and regular customers of your store.

Especially in the fashion and apparel business, it is of vital importance to offer a quality in-store experience, where the display of the clothing, interior, music etc. reflects what your brand and your products are trying to express, that is unique and sets it apart from competitors. In other words, a good in-store experience differentiates the brand from competitors and increases the likelihood of being remembered by first-time visitors. Putting this into a MoN context, it is therefore important that MoN must be consistent in how it presents itself. Whether it is in Norway, Hollywood or in New York, a MoN store should look quite similar, if not the same. The rationale for this is that the store reflects the products, and the clothes are the same wherever you go. To get the international recognition MoN

seeks, prospective customers who should be able to recognize the store readily, not only by the golden tractor logo. Furthermore, they should be able to identify many details surrounding the brand.

From the research data we have gathered, it seems like MoN's store layout are consistent with what they try to express through their clothes. When shown pictures of their various stores, the interview-subjects have expressed that they consider the store interior "homey", "inviting", "cozy" and "mansion-like", just to mention a few of the adjectives mentioned by respondents when asked the question of their first impression. This is important information for MoN, which they can capitalize on when entering the extremely competitive New York marketplace. In addition to these responses, the majority of the interview subjects state that they have never seen anything like what they are shown in the pictures, indicating that MoN will be able to differentiate them from competition by being consistent with their existing stores' interior design and layout. When asked about what is the most unique thing about the store interior, the response is uniform in addressing the tractor as something that is highly unusual to see, and that it are very appealing. This is a very good sign for MoN. It is not only a Norwegian signature landmark, but the company's logo as well. Implementing a full-size tractor in the store interior will enhance the impression of the logo and unify the store and brand essence through bringing the logo to life. The fantastic thing about any logo is that it doesn't need to be rational, but it needs to be different. This works the same way with Moods of Norway's store interior, where they will capitalize on telling the different stories through their diverse product lines and thereby differentiating themselves to gain a "top of mind" position among New York consumers.

7.5.1 Personal Selling

Personal selling, which is often referred to as *operations*, can be defined as all functions related to selling, operations, and service in the store, office, or other environments, such as direct marketing. This includes hiring and managing sales personnel, stocking inventory, and preparing the product for sale, as well as the presentation and maintenance of the facility.⁴²

The degree of personal contact with the target customers affects the level of impact the personal selling and service functions have on the customer's awareness and attitude toward the brand. Based on the importance for MoN to focus on Point-of-Purchase materials, as most of the purchase decisions will be made in the store due to relatively low brand familiarity, it is essential for the company to provide unique and high-quality service. Even though the following suggestion is somewhat controversial, it is in our belief that every detail should be in line with the MoN standard, also the staff. This means that in order to communicate the brand essence more effectively, MoN should hire staff and sales people that either are of Norwegian heritage, or look like they are. This will enhance the overall experience while shopping at one of their stores, furthermore make the salespeople more reliable when informing the customers about the different stories of the merchandize. Training and follow-up is especially important within MoN due to the role that their special story plays in merchandising the clothes they sell. The MoN management also discusses their coming designs with their employees, making them feel even more part of the brand.

The Moods of Norway essence is also conveyed in their unique clothes that create brand recognition, increase brand loyalty, and cultivate store affiliation. Close communication with the sales people considering the response to the different lines of clothes will be important. This enables management to indirectly communicate with consumers regarding their demand and preferences. In addition, the sales people will become experts on the consumer preferences and be able to contribute in the design process. This is, and has been important to shape the brand, which is something they point out themselves

“When you have the sales people actually being part of the design process, then they feel like they made the product as well, and it’s much easier for them to sell it.”

– Peder Børrsen and Simen Staalnacke⁴³

7.5.2 In-Store Promotion and Public Relations

In-store promotion is implemented in order to drive customers to a specific retailer who would not normally shop at that particular location and to increase the average sales size to customers when they decide to spend their money. In addition, these promotions can be an effective way to maintain relationships with existing customers and reward them for their continued support.⁴⁴

In addition to MoN’s innovative and unique in-store design and atmosphere, the locations feature several on-going events such as paper airplane competitions and waffle

⁴² Hiebing, Cooper, Wehrenberg, The Successful Marketing Plan p. 365

⁴³ Austin, O’Donnell, Krogh, Moods of Norway case study, p. 13

⁴⁴ <http://www.business.com/sales-and-marketing/in-store-promotions/>

Wednesdays.⁴⁵ Through providing waffles and champagne in the stores, MoN differentiates themselves and provides a positive in-store experience, which helps attract customers to their stores as these events become well-known. As MoN expands their business and establish a retail store in New York, such events can be beneficial to adopt.

Public relations can be defined as the process of evaluating public opinions and identifying the organization's policies and practices with the interests of the audience in mind.⁴⁶

Public relations enables MoN to deliver messages that inform, educate, and create or change opinions, attitudes, and actions that will help form the public opinion about the brand and in that way affect the business. It is important that MoN strives to obtain PR that will help them reach their business objectives, which is to create brand awareness and brand familiarity.

Rather than spending money on traditional advertising, MoN has relied on public relations that focus the attention on their unique concept. Through investment in fashion shows, which is the primary marketing and PR activity for the company, MoN has managed to gain attention via positive media publicity.

Given consumers limited brand familiarity with MoN, public relations will remain essential to its launch of a retail store in New York, as PR can have a significant positive impact on consumers brand awareness. Thus, MoN should continue focusing on public relations and invest their marketing budget into stores and fashion shows rather than emphasize traditional advertising when first entering New York. As brand awareness increases, MoN can rely less on public relations and focus more on advertising.

Focusing on public relations has also enabled MoN to implement a "pull strategy" rather than a "push strategy" as positive publicity results in an increased customer demand.

⁴⁵ <http://blog.norway.com/2009/06/07/moods-of-norway-store-now-open-in-los-angeles/>

“We always had the focus on creating the demand more than pushing product on consumers. Our purpose is not to have a marketed piece of clothing. The idea is to think of a fun PR strategy, incorporate it into the clothes, and the clothes are actually cooler. It creates a better product that the end customer wants.”

– Peder Børrsen and Simen Staalnacke⁴⁷

7.6. Advertising & Promotion

MoN is a relatively small company in the fashion/apparel industry and utilizing conventional advertising such as print ads, television commercials or radio spots would be too expensive. It is therefore important to be creative and use digital and social media platforms actively as their primary advertising tools.

7.6.1 Budget-Driven spending – Interactive, Digital and Social Media

Social media is a pretty new phenomenon which businesses are still experimenting with to learn how to best leverage its use and application. The fact that it is rather inexpensive to deploy, social media gives smaller businesses like MoN a face on the emerging scene of online advertising. It can most certainly be defined as the most creative form of media channel in a business' possession. Since social media is a relatively new channel to communicate with consumers, it requires a new way of thinking to engage with the market. In addition, creative businesses using social media are able to leverage their core competencies and gain recognition without spending a fortune. MoN has basically built much

⁴⁶ Hiebing, Cooper, Wehrenberg, The Successful Marketing Plan

⁴⁷ Austin, O'Donnell, Krogh, Moods of Norway case study

of their company on creativity, social media is therefore a suitable channel for its communication of the company's core values.

The most remarkable thing about social media is the scope of it. Facebook and Twitter have become an important part of people's lives, which makes it the perfect channel of communication where businesses can affect consumers. The fact that social media such as Twitter has over 100 million active users and 250 million tweets are posted daily puts its scope into perspective.

MoN is currently very active on Facebook. They have a very informative Facebook site that has information about store location, pictures of both their men's and women's merchandise lines, along with a lot of other pictures of people wearing MoN clothes. They are also very good at publishing pictures of celebrities wearing their clothes or publishing links to magazine spreads where their clothes are featured. This is a very good start to their presence on Facebook, but in order to actively create more buzz around their brand and use it as a marketing channel to reach new customers they have to activate their current followers so they spread the "word" to their friends. In order to achieve a favorable buzz they can arrange different competitions promoted through their Facebook site where the contestants can win gift cards or specific products from MoN. One suggestion to execute this can be to ask the participants to upload a picture of them wearing their most favorable MoN outfit and try to get as many likes as possible. The participants can share the link of their contribution among their friends and this could increase the number of followers on Facebook, Twitter, Pinterest etc. and hence reach out to a bigger crowd.

MoN is currently also active on other social media platforms such as Twitter and Pinterest.

On twitter they are very active relaying the same information that they post on Facebook, they should continue with this while simultaneously promote brand-specific post that show their uniqueness at the same time they post this on Facebook. They should also promote their competition on twitter to enhance their brand awareness. Pinterest is a new edition to the world of social media and it is difficult to predict how it will impact MoN. They are currently active there and have three “boards” where they have different themed pictures. They should expand their boards and keep their presence on Pinterest to promote their brand, and to be visual to new potential consumers. As the use of Pinterest evolves, it is important to be active and make content available for the users.

To control and manage their different social media accounts we believed that implementing Hootsuite.com is an important tool. This is a social media tool that lets you control your different social media platforms through one integrated application, where you can easily post messages, monitor feeds, and track mentions on Twitter. It also provides a custom analytics tool, where you can monitor the online traffic of your fans. It is also possible to multiple people within the organization to have different level of control over what that they're aloud to post. This tool will simplify the task of controlling the different social media that MoN use, moreover keep the content consistent between the platforms.

Another way that MoN can create more “talk” about them on social media platforms is to utilize their creativity and post pictures like “Moods outfit of the day”, “Grandmas pose of the day”, “tractor of the day” and other brand-featured posts which are unique to the brand. MoN may create enthusiasm amongst their followers by launching special brand-specific posts that show their uniqueness and their creativity. Such initiatives will help the company achieve their goal of establishing a unique position in the market place.

7.6.2 Guerilla Marketing/Advertising

Guerilla marketing is a relatively inexpensive way of promoting its merchandise and its stores, and when done correctly, guerilla marketing can create a lot of publicity.

When MoN establishes their store in New York, they should focus on creative and unusual marketing stunts that will create publicity and a lot of attention in the city.

One approach MoN should engage in is to have a pink tractor, driven by a grandmother with a pretty young blond girl on the back, pulling a trailer around Manhattan. The trailer should be adorned with a picture of Norwegian fjords and mountains with a big MoN logo on it, pictures of select merchandise, and the information on the new store and when/where it's opening.

7.7 Special Events

Guerilla marketing is a relatively inexpensive way of promoting its merchandise and its stores. When done correctly, guerilla marketing can create a lot of publicity.

When MoN establishes their store in New York, they should focus on creative and unusual marketing events and stunts that will create publicity and a lot of attention in the city.

One event they should look into is to have a colored tractor, driven by a grandmother with a pretty young blond girl on the back, pulling a trailer around in SoHo. The trailer should be adorned with a picture of Norwegian fjords and mountains with a big MoN logo on it, and pictures of select merchandise, and the information on the new store and when/where it's opening. 2 2.3 x 2.3 ft. billboards could illustrate this.

Tractor event costs:

In terms of costs of the tractor, it is information we are unable to obtain. However, MoN will buy and paint a signature tractor before the store opening, as the tractor will be located inside the store. We therefor schedule costs regarding the tractor as \$ 40 in fuel.

Cost of two event billboards sized 2.3 x 2.3 is estimated to \$ 192.93 including tax.⁴⁸

Tractor fuel	\$ 40
Billboards	\$ 192.93
Total costs	\$ 232.93

In addition to MoN's innovative and unique in-store design and atmosphere, the locations feature several on-going events such as paper airplane competitions and waffle Wednesdays.⁴⁹ Through provision of waffles and champagne in the stores, MoN differentiates them and provides a positive in-store experience, which helps attract customers to their stores, as these events become well known. As they expand their business and establish a retail store in New York, such events can be beneficial to adopt.

We suggest the same event for the New York store. However, in addition to having waffle Wednesdays, the store could have waffle Saturdays as well. On this event they could hire a DJ for the last store hours and occasionally also serve cava to their customers. As "party brunches" has grown popular since 2011⁵⁰, this could be an opportunity for them to sell some of their fashionable clothing to people going to brunch, and attracting them with a glass of cava, and a live DJ set.

⁴⁸ <http://www.echodgraphics.com/Banners/EventBanners/5.aspx>

⁴⁹ <http://blog.norway.com/2009/06/07/moods-of-norway-store-now-open-in-los-angeles/>

⁵⁰ <http://www.nytimes.com/2011/11/17/fashion/the-brunch-party-takes-over-clubs-partying-like-its-3-am.html?pagewanted=all>

Waffle Saturday costs:

Waffle irons they will already have acquired from the store opening party.

57 servings of waffles needs 3 packages of Bob's Red Mill Organic Pancake Waffle Mix

High Fiber (26 oz.) costs \$ 3.44 each package at VitaCost⁵¹. $3 \times \$ 3.44 = \$ 10.32$. The same waffle costs can be applied to Waffle Wednesdays.

Price for a case containing 12 bottles of Castillo Perelada, Brut Reserva Cava – NV costs \$ $113.54 + \$ 0.21$ per bottle in tax = \$ 132.21⁵².

3 hours event costs \$ 250. That includes a professional DJ, with a pro sound system, microphone, and over 300,000 songs in their music library. The expenses are obtained from a price quote request.⁵³

Price estimate for Waffle Saturdays:

Waffles	\$ 10.32
Cava	\$ 132.21
DJ with equipment	\$ 250
Total costs for Waffle Saturdays	\$ 392.53

7.7.1 Launch

⁵¹ http://www.vitacost.com/bobs-red-mill-organic-pancake-waffle-mix-high-fiber?csrc=GPF-PA-039978008831&ci_sku=039978008831&ci_gpa=pla&ci_kw=%7Bkeyword%7D

⁵² <http://www.astorwines.com/SearchResult.aspx?search=&searchtype=Contains&term=cava&p=12>

⁵³ <http://www.mirandadjentertainment.com>

When MoN opens their New York store it will be important to create an event that will draw the public's eye and create attention around their store. When they opened their signature store in LA they drove in 5 metric tons of snow and had skis available so that anybody wanting to try their skiing skills could have a go. They also had elderly Norwegian women, representing their grandmothers, making Norwegian waffles and handing them out to the people attending the event⁵⁴. By doing something similar in New York they can draw a lot of attention to their store because it is something completely different than anybody expected.

Another possibility that MoN should explore is having a pop up store in selected places around Manhattan before they open to create some buzz around their brand. Other clothing manufacturers, like Uniqlo, have had success with this in the past.

7.7.2 Seasonal

Clothing is sold evenly throughout the year in NY. The city is a fashion metropolitan in both the summer and winter season. Having S/S and A/W collections, sales should be steady throughout all seasons. Due to regular seasonal sales, promotion and advertising should also be scheduled to be following a regular pattern throughout the year. With one exception, during Christmas time, it might be appropriate to increase promotion and advertising. During this period consumers engage in a lot of gift shopping, especially tourists coming to NYC to shop for their Christmas gifts. Winter goods such as winter jackets and woolen sweaters are often more expensive than the summer clothing. MoN could use this as an advantage by implementing marketing strategies to pull more customers by showing the Norwegian heritage with guerilla marketing. For example, cross-country skiing or kick sledge competitions and other winter activities popular in Norway could be promoted around New

⁵⁴ <http://www.vgtv.no/#tid=23223>

York City. This can help create additional awareness of MoN, contribute to an increase in brand awareness and ultimately improve revenues in the winter season.

8.0 Action Plan

We believe that the best time for MoN to enter the New York market place is in May 2013.

The reason for this is that we believe that by launching the store in 2012 would take place to late in the year and miss the summer season completely and therefore lose a lot of potential exposure to tourists that use their summer vacation shopping in New York. When MoN opened their store in LA they did it in close proximity to May 17th that is the date Norway signed their constitution in 1814 and is celebrated each year. We believe that opening the store in New York close to this date in 2013 will create a buzz around the opening and emphasize the Norwegian heritage that are important to distinguish MoN from their competition.

To be able to open the store in May 2013 MoN should secure a store space by February 2013 in order to renovate and decorate the store in accordance to MoN standards. In April they should start hiring and train the new employees to get them to understand the MoN concept and teach the new employees all they need to learn to be able to represent MoN in a suitable manner. Before the store opens they should have promotional events around the city to get peoples interest and get their attention.

	January	February	March	April	May
Secure store space					
Start renovation/decoration					
Hiring and training staff					
Pre-Launch event					
Launch event					

9.0 Summary/Conclusion

MoN must consider balancing their product portfolio to include more women's wear. Until now, the men's collections represent the majority of the company's total sales.

By focusing on informing new customers about what the brand is about MoN should be able to create brand awareness. Furthermore, highlight important elements of the Norwegian culture so that potential costumers easier can embrace the brand and identify themselves with it.

The company should standardize their approach on how they appear in markets they are currently in. This involves their merchandizing program, store interior, and collections available. This will eventually shift the focus from informing potential customers about the brand essence and raise brand awareness, to increasing profits.

MoN must revise their current target market to young adults from about 25 years to mid 34.

The rationale for this is that the price level of the apparel is affordable for this group, and they are financially independent from their parents.

MoN is in a unique position to establish its own New York store as a less expensive alternative to Paul Smith. They should take advantage of Paul Smith's ignorance in recognizing no direct competitors New York as a threat to the brand.

The research suggests that the best location for MoN is to establish their store is in SoHo. The premium priced retail areas are generally populated by strong brands with solid revenue and customer base. MoN will be able to take advantage of this, and their brand reputation will be enhanced as a result of the reputation of the competition in that particular area of stores.

The research show that people's attitude towards the store were positive, with statements like "it looks very inviting," "looks cool," "they liked it", "it looks very different from anything they had ever seen" and "it's hip". The tractor, living room feeling and bear were mentioned the most times as the most unique thing about the store. In terms of the interior "homey", "inviting", "cozy" and "mansion-like" were frequently used statements. This is very important information, which can be capitalized on when entering the extremely competitive New York marketplace. Emphasize on the most popular statements when planning to decorate the store.

MoN should use their experience from the Hollywood establishment to successfully position the brand the way they tend to do both in NY and internationally. In LA, it has been a key factor to let celebrities and rock stars front their brand. By doing this, consumer perception has increased and the brand has obtained a position.

The brand should capitalize on associations regarding Norway's climate, geography and culture already created by other brands. They should also continue using celebrities and opinion leaders to promote the brand as edgy and different. The company should also emphasize on capitalizing on their internal core competencies like the integration between all details surrounding the name, brand symbolic, merchandize and management.

The best strategy in terms of logistics might be to distribute the clothes to the New York store. With their clothes being manufactured in LA, Istanbul, and Asia, it is easier to ship to the LA warehouse first, and then distribute it from LA to the New York store.

It is essential for the brand to focus on Point-of-Purchase materials, as most of the purchase decisions will be made in the store. Creating brand familiarity should therefore be the primary purpose of their merchandising program.

Our research suggests that the iconic landmarks used in packaging both in Norway and LA, are appealing to NY consumers as well. In the research findings, it comes forth that the display and merchandise as well as the store environment are blended together in a balanced way, that gives the clothes and the store a "cozy" feel to it. This is exactly consistent with management's strategy. By incorporating tractors, skis, and other unique symbols of Norwegian culture and heritage, MoN will attract targeted customers that are drawn towards unusual and diverse concepts.

It is important that MoN is consistent in how they present the brand. The store reflects the products, and the clothes are the same wherever you go. A store should look quite similar, if not the same. MoN should hire staff and sales people that either are of Norwegian heritage, or

look like they are in order to communicate the brand essence more effectively. This will enhance the overall experience while shopping at one of their stores, and make the salespeople more reliable when informing the customers about the different stories of the merchandize.

It is important that MoN tries to obtain PR that helps to create brand awareness and brand familiarity. Rather than spending money on traditional advertising, MoN should rely on public relations that focus the attention on their unique concept. They should also continue to invest their marketing budget into stores and fashion shows rather than emphasize traditional advertising when first entering New York. When MoN opens their New York store it will be important to create an event that will draw the public's eye and create attention around their store.

It is important that MoN continue to engage their customers in social media activities, but it is also important that they utilize social media platforms to attract new consumers. In order to achieve a favorable buzz and potentially attract new consumers they can arrange different competitions promoted through their Facebook site where for example the contestants can win gift cards or specific products from MoN. To control and manage their different social media accounts implementing Hootsuite.com is an important tool.

Due to regular seasonal sales, promotion and advertising should also be scheduled to be following a regular pattern throughout the year. However, during Christmas time, a lot of consumers engage in a lot of gift shopping, especially tourists coming to NYC to shop for their Christmas gifts. Therefore, promotional activities should be increased during this period.

The best time for MoN to enter the New York market place is in May 2013. By launching the store in 2012 would take place too late in the year and miss the summer season completely and therefore lose a lot of potential exposure to tourists that use their vacation shopping in New York. When MoN opened their store in LA they did it in close proximity to May 17th. MoN should do the same in New York, drawing attention from Norwegians already located in New York, but also others who might be intrigued by the event.

Appendix A

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Appendix B

Research stimulus & Questionnaire

Store collage version: 1



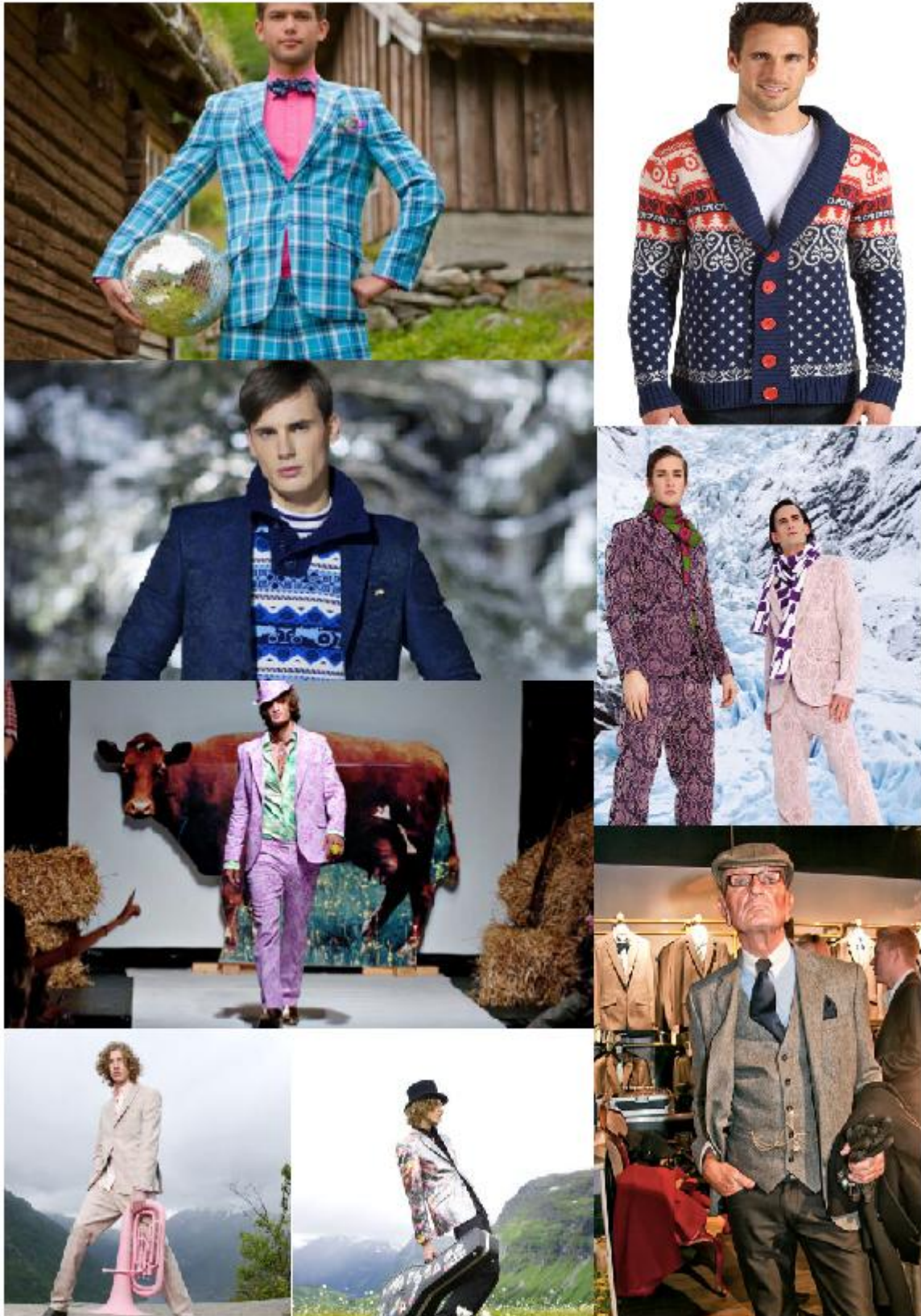
Store collage version: 2



Men clothing version: 1



Men clothing version: 2



Female clothing version: 1



Female clothing version: 2



Survey version: 1

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

2)What are your favorite fashion/apparel brand?(3)

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

4)Does it remind you of any other stores? Which ones?

5) Based on what we have shown you, what do you think is unique and different about this store.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Now i'm going to show you a photo montage of some clothes they sell...

7) What are your reactions?(Do you like it? Would you or your friends wear it?)

8) This new store is called Moods of Norway. When you think of Norway, what comes to mind?

9) Do you think you would shop there? Why/Why not?

Demographics:

10)

Male/ Female

11)

Where do you live(Zip code): _____

12)

Age:

15-18

19-22

23-25

26-29

30+

13)

Education:

High School

High School Grad

College

College Grad

Post Grad

14)

Household Income:

\$ 25,000 less

\$ 25-49,999

\$ 50-74,999

\$75-99,999

\$100

Survey version: 2

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1.

2.

3.

2)What are your favorite fashion/apparel brand?(3)

1.

2.

3.

2b) Have you shopped at one or more of these stores

Ⓒ Abercrombie

Ⓒ Ralph Lauren

Ⓒ Paul Smith

Ⓒ H&M

Ⓒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

6) What kind of merchandise do you think this store would sell?

- ⑥ Mens wear
- ⑥ Womens wear
- ⑥ Childrens clothes
- ⑥ Jewelry & Accesories
- ⑥ Others: _____

7) Where would you expect a store like this to be located?

Soho Meatpacking District Madison Avenue Fifth Avenue Times Square

Now i'm going to show you a photo montage of some clothes they sell

7) What are your reactions?

8) This new store is called Moods of Norway. When you think of Norway, what comes to mind?

9) Do you think you would shop there? Why/Why not?

Demographics:

10)

Male/ Female

11)

Where do you live(Zip code): _____

12)

Age:

15-18 19-22 23-25 26-29 30+

13)

Education:

High School High School Grad College College Grad Post Grad

14)

Household Income:

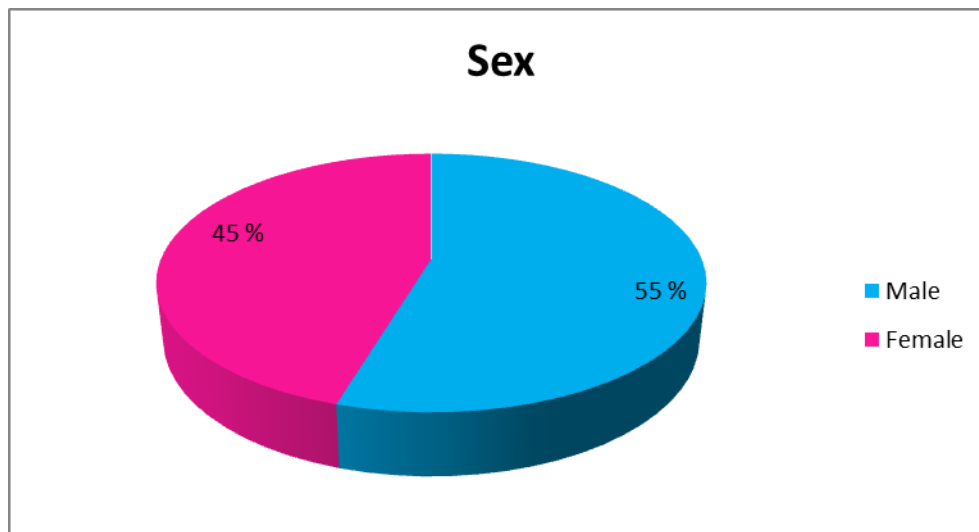
\$ 25,000 less \$ 25-49,999 \$ 50-74,999 \$75-99,999 \$100,000+

Appendix C

Research Demographics

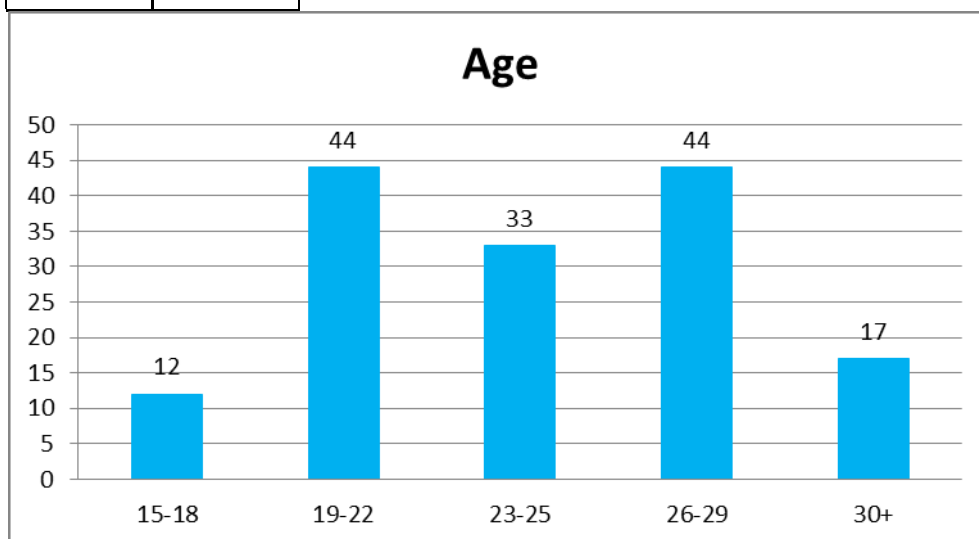
Sex

Male	82
Female	68
Total	150



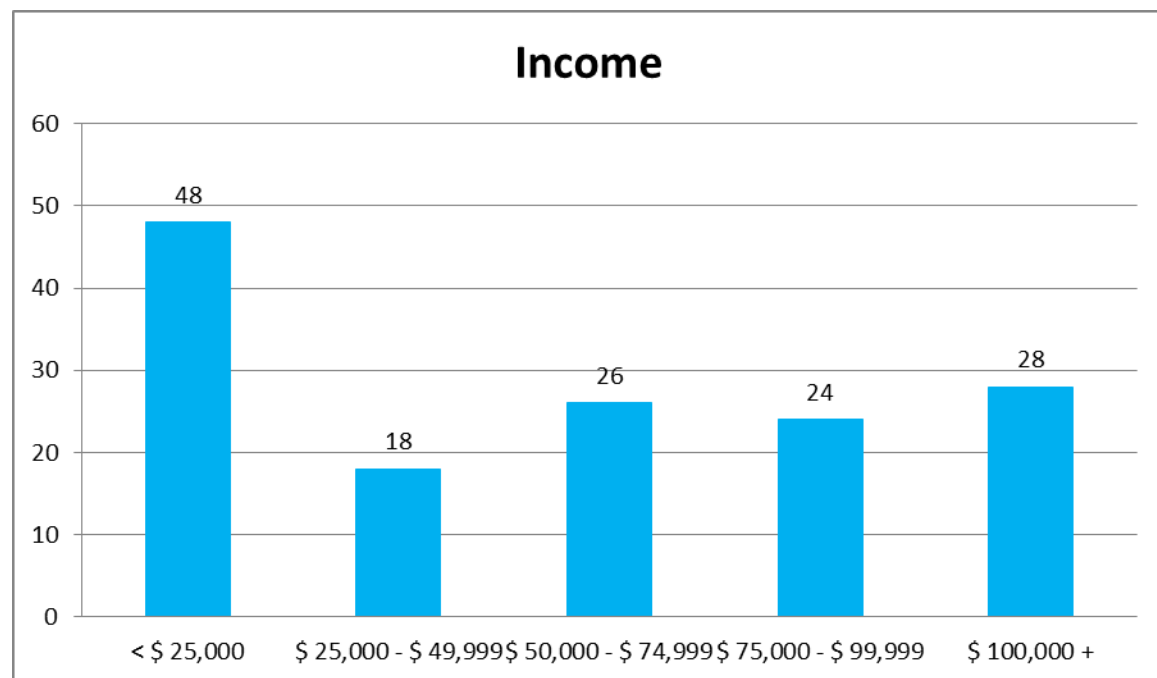
Age

15-18	12
19-22	44
23-25	33
26-29	44
30+	17
Total	150



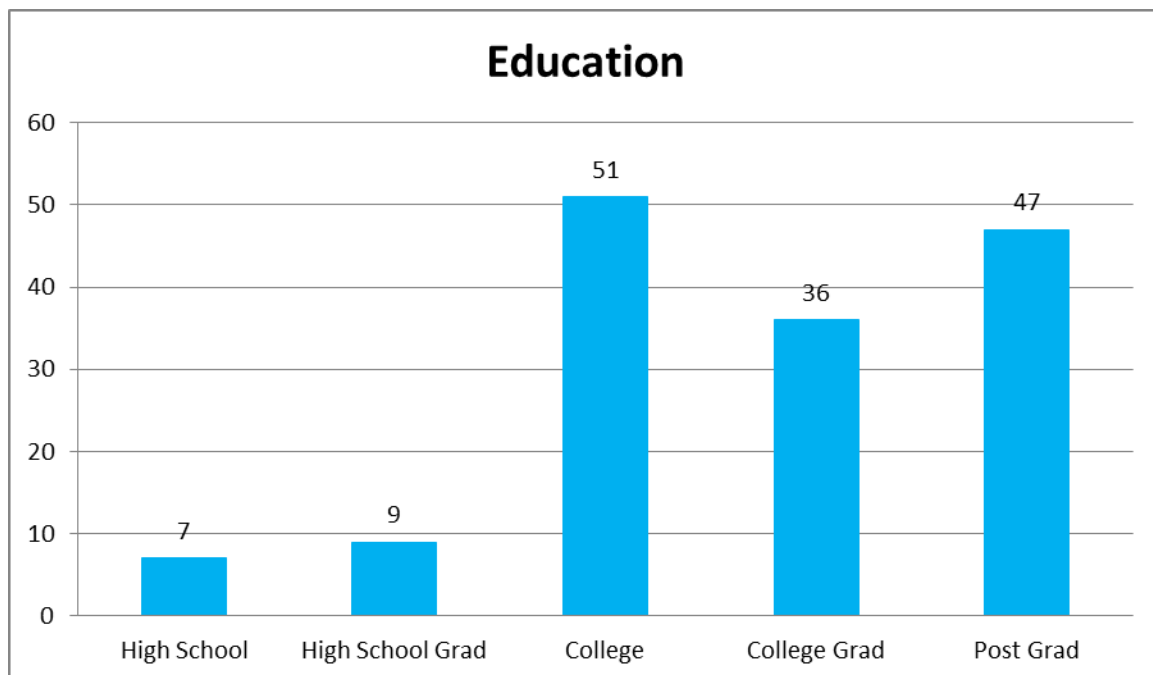
Income

< \$ 25,000	48
\$ 25,000 - \$ 49,999	18
\$ 50,000 - \$ 74,999	26
\$ 75,000 - \$ 99,999	24
\$ 100,000+	28
Total	144
Missing	6
Total	150



Education

High School	7
High school grad	9
College	51
College grad	36
Post Grad	47
Total	150

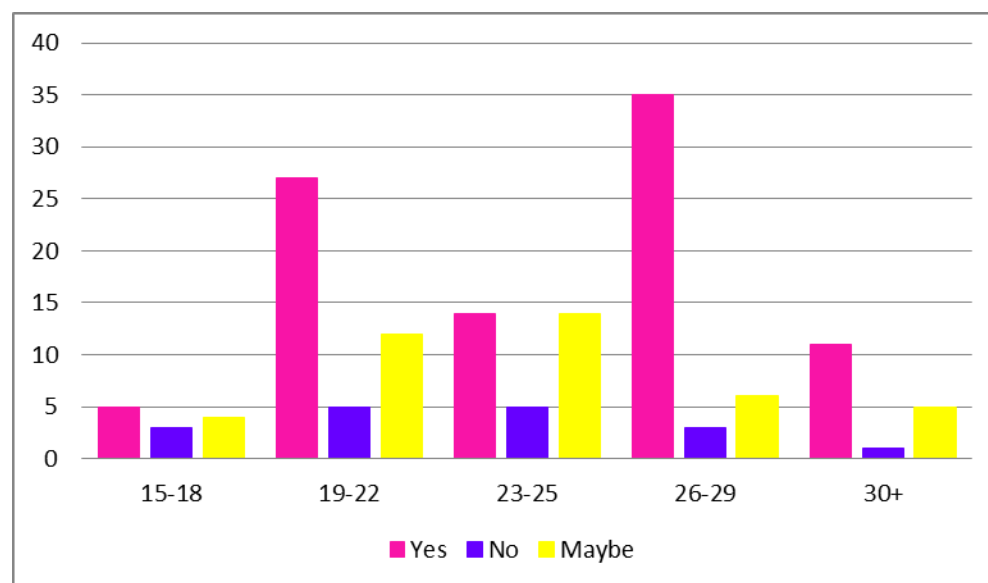


Location

	Soho	Meatpacking	Madison Ave.	Fifth Ave.	Times Square
Yes	53	32	7	5	2
No	6	27	52	54	57

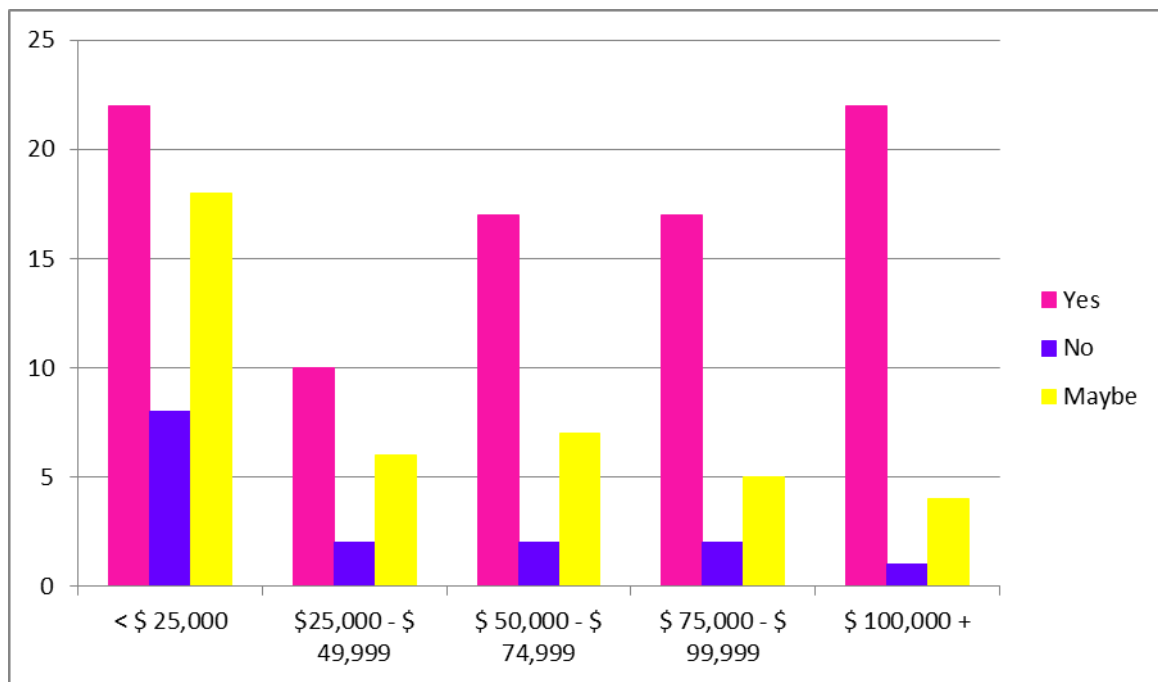
Age*would you shop there

		Do you think you would shop there?			Total
		yes	no	Maybe	
Age	15-18	5	3	4	12
	19-22	27	5	12	44
	23-25	14	5	14	33
	26-29	35	3	6	44
	30+	11	1	5	17
Total		92	17	41	150



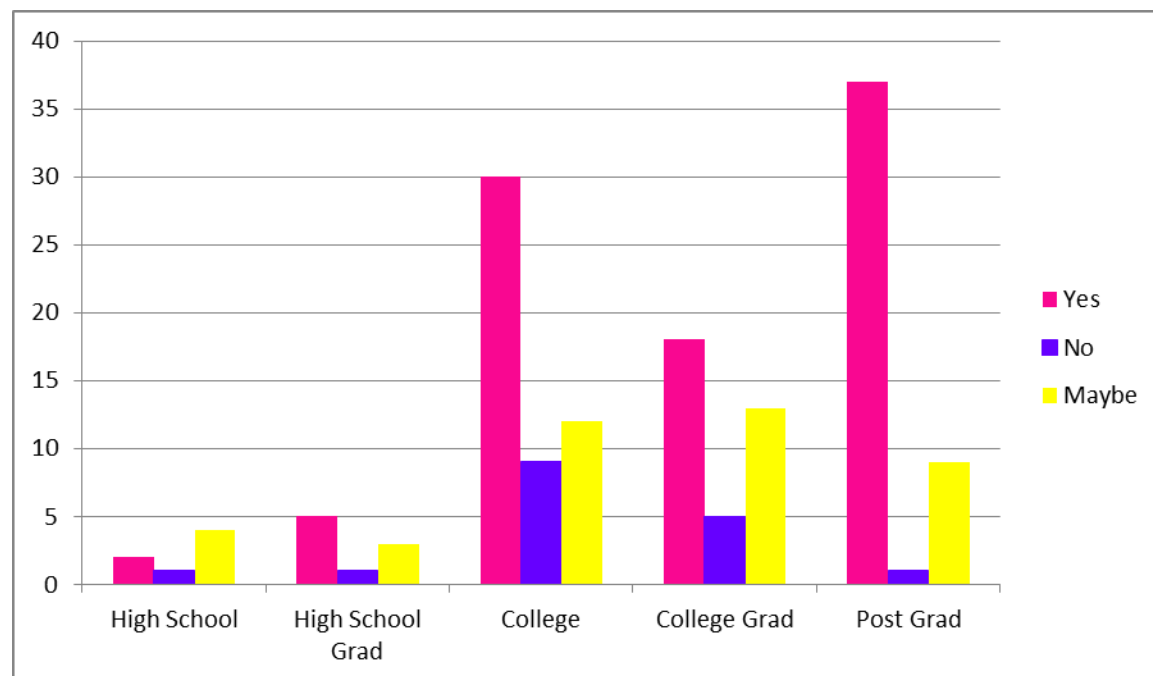
Income*would you shop there

		Do you think you would shop there?			Total
		yes	no	Maybe	
Income	< \$ 25,000	22	8	18	48
	\$ 25,000 - \$ 49,999	10	2	6	18
	\$ 50,000 - \$ 74,999	17	2	7	26
	\$ 75,000 - \$ 99,999	17	2	5	24
	\$ 100,000+	22	1	5	28
Total		88	15	41	144



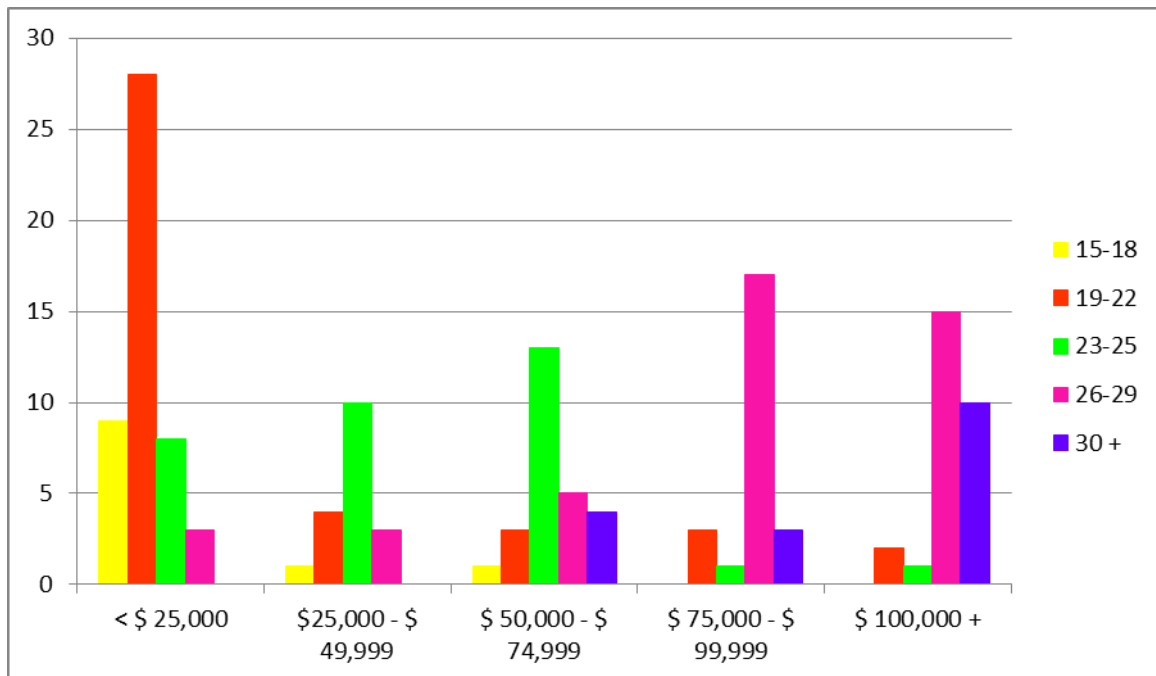
Education*Would you shop there

		Do you think you would shop there?			Total
		yes	no	Maybe	
Education	High School	2	1	4	7
	High school grad	5	1	3	9
	College	30	9	12	51
	College grad	18	5	13	36
	Post Grad	37	1	9	47
Total		92	17	41	150



Age*income

		Age					Total
		15-18	19-22	23-25	26-29	30+	
Income	< \$ 25,000	9	28	8	3	0	48
	\$ 25,000 - \$ 49,999	1	4	10	3	0	18
	\$ 50,000 - \$ 74,999	1	3	13	5	4	26
	\$ 75,000 - \$ 99,999	0	3	1	17	3	24
	\$ 100,000+	0	2	1	15	10	28
Total		11	40	33	43	17	144



Competitive Analysis

Price analysis: Price of MoN's products relative to the competition.

<i>Avg. prices based on homepage web-shops</i>	Moods of Norway	Abercrombie & Fitch	Ben Sherman	Ted Baker	Tommy Hilfiger	J. Crew	Paul Smith	Topman
Suits (Jacket + Pants)	\$558 (both) \$399 (blazer)	N/A	\$401,5 (both) \$274 (blazer)	\$555,5 (blazer)	\$550 (both) \$395 (blazer)	\$436 (both) \$219 (blazer)	\$1405.5 (both) \$1046 (blazer)	412.5 (both) \$229.5 (blazer)
Shirts	\$106	\$80	\$83	\$203,5	\$76	\$77.5	\$281	\$87
Sweaters	\$135	\$88	\$114	\$191	\$119	\$86.5	\$250	\$88.5
Pants/Jean s	\$149	\$80	\$113,5	\$195,5	\$72	\$128	\$277	\$77
Dress shoes	\$159	N/A	\$238	\$213,5	\$99	\$502.5	\$507	\$171
Outerwear (Jackets)	\$610.5 A/W	\$191 A/W	\$112 S/S	\$323 S/S	\$239 A/W	\$479 A/W	\$760 A/W	\$188.5 A/W

From a representative number of minimum 20 items, or the total amount items available online.

As we can see in this columns MoN is placed in the middle layer with their prices. Which gives them a good base to start competing.

Appendix D

Questionnaire responses

Men Clothing Reaction

Like the plane dress	too much color on something's
Edgy design	cant wear it whenever
Like the plane suit	too much for me
Cool on someone who likes to stand out	very edgy
Don't like the most colorful suits	know some friends who would wear it
Like it	colors are a bit extreme
Too bright and too much colors	a bit too much
Plain suits look nice	like the vest inside the suit
Like the grey suit,	colorful suits are too much for me even though I think they are cool
Looks stylish	looks like catwalk clothes more than people would wear
Young	new
Cool clothes	the extremes are not for me
Would wear the casual ones	hot
Its extravagant	like it
I would not wear it	would wear the more casual
Like the more casual clothes	would wear the plain suits
Looks fresh	preppy
Would wear some of it not the most colorful thinks it cool	
Reminds of Paul smith	like the colors
Have to like to stand out in order to wear it	like it
Looks very modern	high-end fashion
Not something a lot of people would wear	very different
Looks cool with the colors	Have to like to stand out in order to wear it
Really like it	like the modern cut and combination with the colors
Can be too much	love the modern cut
Love the colors	looks very high-end

Modern fashion	that's cool
Love the modern cuts on the suits with the mix of fancy colors	
Cool	look like very modern fashion
Very unique	like the colors
Different	don't like the most colorful suits
Could be cool with just a jacket with plain pants	
Like it	looks high end
Modern fashion	love the colors and the suits design
Fancy	like it
Very different	like the more plain dresses
Love the grey dress	
don't like the most colorful suits, but my some of my friends would love them	
wouldn't wear it	like elements
love it	fantastic mix of colors
amazing blend of traditional and modern	like it
slim fit	too much
like the colors but not in a full suit	normal people wouldn't wear it
don't like it	like some of it
progressive	wouldn't wear the more colorful suits
don't like it	too modern
little over the top	different but cool
like it	looks very high-end and expensive
not something everyone else wears	looks cool
very different clothes w/the colors	clothes really stands out
very high end clothing	likes the vest
like it	looks kind of like Paul smith
looks very high end	lots of colors
like it	clothes looks very high-end
probably very expensive	like some of the clothes but a bit too much
colors	
like it	like the grey suit
very modern fashion	a lot of colors
like the design and traditional cut	looks cool
high-end modern fashion	unique

like that it looks old but modern at the same time
reminds me of the high end clothes big brands like D&G are showing at fashion shows
like the style but colors are too much like the cuts on the suits
love it fantastic mix of colors and traditional cuts
its cool wouldn't wear it too much going on
like it a lot fun
not like things you see a lot pretty excentric
not neutral colors louder then what I would normally wear but I like it
like the plainer ones → well tailored looks European like youre going skiing
would wear some of the clothes too much prints
hipster looks like a pimp
too much color it looks cool
very high-end and expensive not typically a US look
very different like old patterns but the suits also look very modern
looks cool a lot of colors
don't know when you can use a pink suit but it looks nice
a lot of colors like to stand out to wear it
would get a lot of attention looks very high-end
a lot of elements on the suits like the cuts but too much colors
way too much like it more plain
suits on old man looks nice. Looks cool
like the colors looks very high end and expensive
looks cool but a bit much think some of my friends would like it
don't like the pink suits looks cool
like the patterns on the suits very different clothes than people usually wears
looks cool but not something I would wear looks expensive
that's cool really love the colors
modern fashion that really stands out nice
really like the grey suite don't like the pink suit
looks great very unique and different clothes
I like it looks very modern and high end
I don't like the colors I like the plain suit
I like it couldn't wear that for any occasion you really stand
out

I like the cuts and the patterns not so much the colors it gets a bit much

Men Store Reaction

Cool,	inviting lounge,
classic,	expensive,
hip,	cool,
upscaled,	inviting,
trendy,	nice,
upscaled,	house –warming environment,
outdated,	old,
phony,	inauthentic,
like it,	interested,
cool design,	different,
nice,	like old style,
American classic,	livingroom,
fireplace,	like the tractor(too clean, should be
dirty), don't like columns,	looks cool,
very different,	like tractor,
looks like a living room,	inviting,
very different from anything else,	curious what they sell,
looks very high end,	inviting,
tractor stands out,	very unique,
inviting with old furniture but at the same time looks kind of modern,	
love it,	looks very unique with the tractor and the large
space, looks inviting,	love it,
looks very modern but old at the same time based on the furniture,	
looks inviting like a living room,	very high end,
looks cool,	
looks old based on the furniture, but modern at the same time,	
very inviting,	cool with the tractor,
looks like a living room,	high end,
very modern and high end,	opposite of an apple store since there is a lot going
on,	

love the fireplace makes it look warm and inviting,
looks like few clothes = guess they're expensive,
looks like a home,
reminds me of grandparents living room but also looks very modern and cool with the tractor,
never seen before in a store, looks like a cabin,
warm inviting cabin feel, caught my attention,
warm inviting cabin feel, tractor,
looks like a castle, couches feels like you're in a house,
feels like your home, old house,
mansion, old fashioned,
classy, luxurious,
cozy, gloomy,
old fashioned, comfy,
mansion,
the fact that it doesn't look like a clothing store you can come and relax,
looks contemporary but classic elegant, like the atmosphere,
feels like a home, relaxing,
high class, high end clothes,
looks like a cabin, has a home atmosphere,
looks like a house, looks very high end,
very cool, like the old furniture,
looks inviting, extreme,
many things going on,
don't know if it's a store or a living room but I'm curious what they sell,
beautiful, very interesting,
hip, little too much for my style,
very different, elegant,
big store with a lot of space, looks kind of strange but cool at the same
time,
curious what the tractor is doing there, looks like a home,
looks like a house, old furniture with carpet,
looks very inviting vintage looking
all over the place cool
a lot going on more than just clothes

cozy	looks like a living room
looks comfortable to shop here	too much going on
should be simple	looks like a home
different	very inviting
looks kind of messy	very different with tractor and bear
like that its very different	tractor is cool
doesn't look like a typical store	looks inviting
like an old living room	like the fireplace
very different	looks European with the picture of the mountain and blond people
looks European	very different
looks like a living room	looks modern
there`s a tractor there	looks kind of cool
like the way the clothes are shown like laundry,	looks very high end
love the fireplace	looks varm
like a livingroom	a lot of space
cool with tractor	looks warm and inviting
different from any other store Ive seen	like that it looks high end
very high end	unique with the tractor
looks like they have limited clothing line	
looks different with tractor and bear	very different
women serving food	looks very inviting
like a home with the couch the fireplace and carpet in the floor	
strange with tractor in store	like it
makes the store stand out	looks very messy
like the tractor	don't get what theyre selling
that's cool	very untraditional
looks old but modern at the same time	like that its different
very different, the tractor and the bear and serving food in the store	
like it	looks inviting with fireplace and couch
doesn't look like a store more like a home	strange that they are serving food
looks very nice	very inviting
huge store with a lot of space	very little clothes
tractor and bear are cool	there`s a tractor in the store

looks like a living room	very different from any other store I have been
to	
looks cool	I wonder what kind of clothes they sell
a lot going on	looks very different
inviting and romantic with fireplace and heart decoration	
many things going on	looks very high end
modern store w/old interior	looks like a living room w/fireplace and carpet
strange with a tractor in the store	very untraditional store with tractor and bear
looks like they have very little clothes	interesting
serving food	tractor
bear	looks cool
not my vibe	hip
cozy	different
like that its unique	huge space
looks old with the carpet on the floor and couches	
pillars are very dominant	looks very old with the spinning wheel & couch
looks very upscale	pillars are dominant
a lot of space	different looks inviting
I really like it	looks cool
Very high end	a lot of space and little clothes
Like the interior	huge space
Looks kind of old with the couch, carpet & fireplace	
Pillars are very dominating	huge space
Looks like a living room with old interior	dominating pillars
Like it	looks very inviting with couch and fireplace
Very old interior and style	looks very inviting
Tractor is cool	its looks like a large store
Looks like a living room	like the tractor even though its dominating
Store looks very old	love it
Looks very unique and high end	like the large space and fireplace
Looks very old	not actually my style
It doesn't feel like a store to me	
looks very old with carpet and the pictures on the wall, the frames on the pictures but very	
inviting with the fireplace	

Men Store Unique

Antique look, interior,
 looks like livingroom, space,
 nice interior design, the atmosphere,
 upscale house, country aspect,
 tractor, spin wheel,
 fire, tractor,
 interior decorating, urban,
 layout, tractor,
 furniture, coloring,
 tractor, fire place,
 mix of old antique with modern architecture,
 tractor, livingroom,
 fireplace, looks modern but like a old livingroom at the same time,
 tractor, old furniture,
 tractor, old furnitures,
 tractor, dosent look like a typical store,
 tractor, large space with old carpet on the floor,
 large space, tractor,
 old interior but at the same time the store looks modern,
 the mix of old and modern, fireplace,
 looks like a home, mix of old and modern,
 high-end store, tractor,
 old furniture, fireplace,
 tractor, old furniture,
 modern and old at the same time, old furniture,
 a lot going on, tractor
 furniture makes it look inviting,
 but looks modern and high end at the same time,
 fireplace, the big space makes it look very high end,
 fireplace, tractor,
 the old furniture but also a modern look, tractor,
 fireplace, how the combo till makes it look exclusive,

different concept,	minimal,
tractor as a stand out piece,	floor,
couches,	walls,
mansion like,	retro,
seems classy and a bit hipster,	calm atmosphere,
comfortable shopping environment,	the decoration,
the furniture,	old fashioned,
looks like an antique shop,	the couches are appealing,
feel like you're welcome,	pillows,
fancy furniture,	tractor,
seems like a home,	never seen a store that looks like a cabin,
tractor is cool and unique,	looks like a living room,
very inviting,	looks like a living room,
very inviting,	tractor,
large space,	old furniture,
tractor,	looks like a home more than a store,
tractor,	looks very old,
a lot going on at one time,	tractor,
huge space,	old furniture,
looks strange but I want to check it out,	tractor,
old furniture,	tractor stands out,
doesn't look like a store	looks like a home
tractor in store	doesn't actually look like a store
the old look w/couches and pictures	
large space w/old interior makes look upscale	
tractor	old interior w/fireplace
tractor	very old style
the way the interior looks like a grandmas living room	
fireplace	mix of old interior w/modern store
tractor	old look with couch
carpet	old pictures on the wall
huge space w/ old interior	looks like an old living room
interior	fireplace
carpet	pictures on the wall

large space with very little clothes	looks upscale
old interior	huge space
looks very inviting	looks upscale
tractor	old interior
looks like a old house	décor
bear	tractor
way they display clothes	art installation
tractor	bear with tie
not fashion but art	cool props, design
tractor	carpet
fireplace	not much clothes
tractor	looks like a home
old interior in a modern store	tractor
fireplace	tractor
the way the clothes are shown	fireplace
the bear	tractor
all the details like pictures on the wall	people serving food
clothes display	tractor
the old look	tractor
bear	clothes display
much space little clothes	looks like a home
tractor	old interior
interior	all the details makes it look like a home
tractor	interior
fireplace	bear
tractor	the whole concept of the store
old interior with modern twist	old furniture and interior
tractor	fireplace
tractor	people serving food
tractor	interior looks like a home
bear	tractor
looks like a home	interior (couches & fireplace)
tractor	bear
old furniture	people serving food

bear	tractor
a lot of elements	bear
picture of mountains	clothes display
tractor	huge space
carpets	tractor
pillars	fireplace
tractor	little clothes
clothes display	tractor
bear	women serving food and the clothes they wear
people serving food	tractor
old interior	hard to figure out what they're selling
picture with mountain	tractor
carpets	women serving food
fireplace	carpet
looks like a home	tractor
people serving food	carpets
tractor	bear
old interior	a lot going on
good mix of old antique and modern architecture looks like a mix	
European style	tractor
Clothes are part of the décor	tractor
Homely feeling	rural feel
Tractor	bear

Men think of Norway

Snow	cold
White	skiing
Blonde women	bobsledding
Scandinavia	cold winters
Snow	beautiful people
Winter Olympics	snow sports
Skiing	fjords
Cold	snow

Skiing	snow
Fjords	beautiful women
Oil	skiing
Cold	pretty blonde girls
Europe	cold
Winter	pretty people
Blonde girls	Scandinavia
Pretty blonde girls	Europe
Cold	Europe
Skiing	snow
Pretty girls	blonde girls
Skiing	winter
Scandinavia	pretty blonde girls
Winter	fjords
Pretty blonde girls	tall people
Winter	winter Olympics
Skiing	pretty girls
Fjords	winter
Olympics	skiing
Snow	Olympics
Scandinavia	pretty girls
Skiing	snow
Mountains	girls
Skiing	soccer
Pretty blonde girls	snow
Mountains	water
Nature	nature
Open space	mountains
The views	tall blondes
Snow	mountains
Clean country	cold
Aware society	blondes
Crazy	friendly
Polite	cold

Blondes	tall people
Weather	fish
Cold	ice
EU	snow
Blondes	oil
Fjords	salmon
Cold	pretty girls
Blonde hair	white girls
Snow	nature
Fishing	water
Blonde people	skiing
Pretty people	fjords
Mountains	skiing
Winter	fjords
Cold weather	fjords
Skiing	north Europe
Cold	Europe
Pretty girls	cold
Cold	fjords
Blonde girls	Europe
Fjords	cold
Skiing	cold
Scandinavia	blonde girls
Mountains	cold
Olympics	tall people
Skiing	snow
Democracy	blonde girls
Polar bears	mountains
Fjords	ocean
Fjords	mountain
Snow	snow
Sweden	cold
Skiing	snow
Mountains	music

Old legends	clean streets
Death metal	winter wear
Thick sweaters	snow
Sweaters	skiing
Snow	pretty blonde girls
Fjords	snow
Cold	mountains
Skiing	cold
Blonde people	skiing
Fjords	Europe
Tall people	polar bears
Fjords	mountains
Nature	pretty blonde girls
Fjords	skiing
Mountains	people that looks healthy and blond
Fjords	mountains
Nature	democracy
Skiing	pretty blonde girls
Mountains	polar bears
Olympics	Scandinavia
Cold winter	snow
Skiing	pretty people
Snow	Olympics
Fjords	mountains
Girls	snow
Democracy	snow
Mountains	snow
Mountains	blonde people
Snow	Europe
Cold	snow
Winter Olympics	salmon
Snow	blonde girls
Scandinavia	snow
Mountains	winter

Cold	winter
Snow	polar bears
Snow	pretty blonde girls
Winter	models
Snow	cold
Mountains	snow
Winter	snow
Skiing	Scandinavia
Nature	skiing
Snow	winter
Skiing	snow
Blonde girls	skiing
Snow	blonde girls
Healthy people	snow
Cold	winter
Snow	Europe
Cold winter	snow
Pretty people	healthy people
Snow	polar bears
Ice	snow

Women clothing reaction

Warm clothes	love the short dresses w/bright colors
Cool winter clothes	everything is related to the outdoors
Looks cute but maybe a little to colorful for my style	
Colorful	looks like spring/summer collection
The clothes look pretty	like the color experiment and the flowery long pieces
If its summer these clothes are perfect	not very suitable for fall/winter
Looks expensive	high-end brand
Colorful and cool	like the coat the girl is wearing
Different from normal people	clothes to look good in
Looks chic even though its colorful	probably expensive
Liked the skirt	I'd wear the patterns to

Might use one of the dresses	my friends would definitely wear it
Could wear some of it not all	my grandma could wear some
A lot of colors	looks like the clothes are related to
nature	
Not really my style, too colorful	like some of it the top on the girl on the tractor
Like the tractor girl outfit and denim dress	plain pieces are nice
Wouldn't necessarily wear it	looks exclusive but casual
I could wear this	clothes are very nice but I probably wouldn't afford it
Looks expensive	like the conservative pieces with less
color	
Wouldn't wear the flowery things	like dresses
Bikini looks like American apparel	reminds of summer
Something classic	would wear it
Really like the clothes	like some of the clothes
Would wear it	my style
Nice	different
Old style with something new to it	would wear some of it not fur
Like it	like the colors and patterns
I might wear that	looks too colorful for my style
I have friends that would love this	like the patterns and color
It's not subtle in a good way	nice colors
I would probably wear it depending on price	looks expensive
Nice patterns	yes would wear it
Yes would wear it	looks expensive
Pretty	elegant
Nice patterns	like it
Would wear it	seems very varied
Likes the clothes	it's stylish
Likes it	yes would wear it
Very classic look	versatile use
Like the patterns on the trousers	like the longer pieces
The flowery pattern are also nice	my friends would like it as well
Cute dresses could wear it	some pieces are a bit too colorful
Looks nice	something I would wear

Love the patterns	looks high-end but something you could wear on a weekday as well
Yes the floral outfits are appealing	this is something I and my friends would wear
Like some of the dresses I would wear it	like it
Looks high end	casual clothes are nice
A little too much going on in some pieces	like the dresses
Nice colors	very colorful
Like the dresses	I could wear some of them
Happy clothes	a bit to colorful for me though
Very colorful	I like some of the dresses the girl in the snow not so much
Colorful	cute dresses
Very sugar sweet look	nice design
I like the playful colors	very cute
Like the dress the girl on tractor is wearing	nice dresses
I could rock some of them	very nice especially the bikini
Like the summer dresses	don't like the clothes on the girl in the snow
Looks cute, but also expensive	

Women Store Reaction

Funky,	looks expensive,
like the display of clothes and seating opportunity,	looks nice,
very traditional,	looks mansion like,
it have a certain elegance to it,	looks cozy,
homely,	maybe a bit dark,
looks chic,	cool layout,
like the pink tractor,	looks European,
untraditional,	a bit chic,
not very welcoming,	rich,
comfortable,	decoration,
classy,	expensive,

nice,	high scale,
very posh,	old fashioned but very elegant
and cool,	good ambiance,
guy type store,	older men store (clothes),
dark,	too much things,
don't know what they sell,	cool,
looks like how I want to have my apartment with fireplace the carpet and bear,	
looks like a home or a cabin,	love the tractor,
rich,	comfortable,
decoration is to much	looks like a home or a cabin,
love the tractor,	cool interior,
really like the tractor,	homely atmosphere,
warm,	love the tractor and skies on the
wall	elegant, sophisticated,
modern,	high-end,
inviting,	house-like,
feels like home,	vintage,
lighting is very serene,	wow,
looks expensive,	different,
chandelair,	pillars are extraordinary,
looks homely,	elegant,
well thought through,	oh wow,
looks like they sell furniture because of the couches,different,	
homely,	like it,

like the rustic feel,	looks pretty old fashioned but still
contemporary,	
like it,	its rustic I like that,
homely and different,	looks very homely,
like it,	looks like it sells expensive menswear,
old fashioned,	looks like a factory,
old fashioned,	luxury clothes,
more high-end,	unique,
high-end,	shop/home,
looks like a home,	warm,
looks like a home,	looks classy,
nice,	antique feel,
looks like a furniture store,	rustic,
elegant,	expensive,
really fancy,	looks chill,
like the decoration,	different,
sophisticated,	trendy,
dark,	comfy,
luxury,	housy,
warm,	inviting,
feels like a living room,	inviting,
impressive décor,	love the colors,
looks expensive,	to dark,
luxury,	fancy,
nice style,	nice,

the cozyness and the atmosphere looks like a house, better with a theme,	
dark,	wouldn't be able to concentrate for the clothes,
attractive interior,	looks like a mansion,
inviting,	dimmed lights,
looks cool,	looks expensive,
like the rustic feeling to it looks homely and welcoming,	oh looks nice and different,
like the mix of contemporary and hipster like atmosphere,	looks homely,
looks good,	looks kind weird
I don't like it	I think everything looks random and cheesy
Looks funky	lively
Welcoming	looks cold and dark
A bit masculine	like the couches
Pretty different	tractor catches my attention
Hip	cool but still down to earth
Like the tractor	very cool
Like the interior and tractor	looks Scandinavian with skies on the
wall	
Homely	very gold
Dark	like that its different
Like the gold tractor	different way to hang up clothes
Looks inviting like a house	definitely feels like a home
Relaxed	traditional
Looks like someone`s home or cabin	love the tractor
Love the tractor	Very special
Very cool store	looks like something that would be in Soho

Awesome	love the tractor
Really unique and edgy tractor	never seen anything like the tractor
The girls look cute, cute dresses	extremely awesome
Love the tractor	very unique
Got a hipster vibe going on	chic
Trendy	cool design
Really like the tractor	looks very special like a niche boutique
What a cool store	looks very trendy and expensive
Love the tractor	never seen anything like this, very cool

Women Store unique

Looks kind of homey and cosy,	tractor,
decor and display of clothes,	tractor,
fireplace,	shabby chic feeling,
reminds me about a mountain lounge,	tractor,
homely atmosphere,	looks like a living room,
couch,	looks like a home,
furniture,	lighting in the ceiling,
fireplace,	amount of space,
chairs,	looks like a living room,
couches,	fireplace,
elegant,	looks like an apartment,
the bear,	skies on the wall,
tractor,	the atmosphere is very inviting and
warm	

couch	fireplace
hanging pants, store	implementation of tractor and couches in a
Tractor	couches
Laidback,	cool tractor
Looks like a house	comfort
Tractor,	fireplace,
Tractor	living room feeling
Pillars are decorated	tractor
Lighting	seating areas
Homely feeling	spinning wheel,
Unusual to see things you expect in a house	lounge feel,
Looks like a living room	layout and decoration,
Shows tradition	skis
Tractor	spinning wheel
Selling of the experience up	how the furniture are set
Looks homely	interior
The design looks delicate	more focus on store appearance than clothes
Tractor	tractor
Design	lamps
Looks original	tractor
Décor in general	tractor
Love the couches	fireplace
Waffle thing is awesome,	interior as a whole are unique

Fireplace,	bear
Gold tractor	fireplace
Waffles	tractor
Cozy,	elegant feel
Homely	tractor
Couches	tractor
Tractor	picture frames
Desk with clothes	looks like a home
Makes you feel comfortable	tractor
Couches	makes you feel like youre in a house
Atmosphere,	cozy
Tractor	tractor
Cabin look	inviting and warm atmosphere
Apartment	museum feel.
Tractor	the bear
Tractor	cabin look
Like it	tractor
Couches	tractor
Unique décor	tractor
Waffle thing	tractor
Very cool	cozy, warm and inviting
Tractor	mix of modern with old interior
Tractor	doesn't look American
Tractor	bear
Nostalgic feel	tractor

Tractor	bear
Fireplace	tractor
Looks like someone is living there	bear
Tractor	fireplace
Tractor	bear
Skis	tractor
Bear	fireplace
Dinner plates on the wall	tractor
Tractor	bear
Tractor	tractor

Women think of Norway

Cold	blonde people
Cold	winter sport
Blond people	skiing
Rich people, rich nation	blondes
Europe	blonde people
Oil	democracy
Nature	blonde people
Well educated people	nature
Sea	skiing
Cold	beautiful girls
Healthy	tall people
Foreign	don't hear anything about Norway
Old	fur

Cold	Vikings
Beautiful nature	break dancing
Rain	beautiful fjords
Cold weather	snow
Blond people	cold
Blond hair	cold
Salmon	blonde people
Cold	blonde people
modern clothing design	contemporary furniture design
a lot of blonde people	good economic standing
high GDP	cold
salmon	cold
Swedish influence	stereo clean
Efficient	hockey
Compact open	beautiful
Ski	snow
Cold	great education
Winter-sports	friendly people
Egalitarian society	blonde hair
Cool accent	blonde people
Blue eyes	cold
Woods	Norwegian salmon
Mountains	forests
The Norwegian wood	Vikings
Beautiful	awesome

Cold	less fashion capital
Blonde girls	small country
Cold	cold
Socialism	beautiful nature
Cold	beautiful people
Blondes	snow
Terrorist from last summer	where is Norway? Maybe nature and forest
Cold	healthy beautiful people
Blondes	tall people
Beautiful country	blondes, blue eyes
Don't know would say its beautiful	blondes
Cold weather	snow
Mountains	adventures
Outdoor activities	cold
Skiing	beautiful nature
Pretty people	snow
Gorgeous blondes	blue eyes
I don't know Norway	cold weather
Snow	where is Norway?
Snow	skiing
Cold weather	I don't know why I think of it, but lumberjacks
Good looking people	crazy drunks
Snow	IKEA
Nature	fresh air
Cold weather	I visited oslo once

Snow

skiing

Blond people

mountains

Skiing

fjords

Water

maybe snow

mountains

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Ted Baker
Urban Outfitters
Gap

2) What are your favorite fashion/apparel brand?(3)

Ted Baker
Toms
Gap

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

I like the tractor even though it's very dominated, the store looks very old

4) Does it remind you of any other stores? Which ones?

Ralph Lauren maybe

5) Based on what we have shown you, what do you think is unique and different about this store.

the tractor inside the store, the old interior with the fireplace

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Bloomingdale's
 Burberry
 D&G

2) What are your favorite fashion/apparel brand?(3)

Bloomingdale's
 Burberry
 D&G

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

I love it, looks very unique and high end,
 I like the large space and the fireplace

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

makes it the large space with the old interior,
 looks very upscale

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

mostly menswear, but both I guess

Moods of Norway Survey (Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes? (3)

1. Top shop
2. Am - apparel
3. Vintage stores

2) What are your favorite fashion/apparel brand? (3)

1. Mark Jacobs
2. Am. Apparel
3. Tom Ford

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

cool, alot going on, more than just clothes
cosy, looks like a living room, comfort. to shop there

4) Does it remind you of any other stores? (Yes) / No. If yes, which ones? Why?

brandy and melro, ted baker store
(more intense - like this better)
mon

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

homey feeling, clothes a part
of the dec., better

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. banane rep.
2. knooks brothers
3. lunatic dog

2)What are your favorite fashion/apparel brand?(3)

1. ↑
2. _____
3. _____

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Too much going on, should be simple
opposite of Apple store

4)Does it remind you of any other stores? ☒ Yes / No. If yes, which ones? Why?

Polo Ralph Lauren store (Gerson, owner)

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Tractor (like that)

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
 - ☐ Womens wear
- 1 & 4

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Burberry
2. H&M
3. Ralph Lauren

2)What are your favorite fashion/apparel brand?(3)

1. Burberry
2. Rich Owens
3. Ralph Lauren

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Different looks like a home, very inviting, kinda the opposite of an Apple store, but at the same time it looks inviting

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Maybe Ralph Lauren, but this is more unique

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Good mix of old antique and modern architecture, looks like they are mixing those two, European style

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

def. menswear, but I think they sell both mens and womens wear
def. high end clothes

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Uniqlo

2. H/M

3. Mecys

2)What are your favorite fashion/apparel brand?(3)

1. H/M

2. Forever 21

3. Gap

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

A lot going on, looks kinda messy, very
different with the tractor and the bear

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

NO

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor and bear inside the store,
old interior, a lot going on

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
 - ☒ Womens wear
- probably high end clothing

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Wine
2. guess
3. Adidas

2)What are your favorite fashion/apparel brand?(3)

1. Wine
2. guess
3. Adidas

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

I like that it's very different, the tractor
is cool, but it doesn't actually look like a
typical store

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, the people seeing food inside
the store, the carpets on the floor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

probably very high end clothes

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Urban Outfitters

H&M

Abercrombie

2) What are your favorite fashion/apparel brand? (3)

Toms

H&M

Abercrombie

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

different, looks very inviting - like a living room,

I really like it

4) Does it remind you of any other stores? Which ones?

little Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The old interior, huge space, makes it

look very inviting, but spacious at the same time

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Duma

H&M

Topman

2) What are your favorite fashion/apparel brand? (3)

Duma

H&M

Topman

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks very upscale, the pillars are very dominated, a lot of space

4) Does it remind you of any other stores? Which ones?

no

5) Based on what we have shown you, what do you think is unique and different about this store.

The large space with very little clothes - makes it look very upscale

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Adidas

Nike

H/M

2) What are your favorite fashion/apparel brand? (3)

Adidas

Nike

H/M

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

It looks cool, very high end, a lot of space and little clothes, I like the interior

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

The interior with the fireplace and the carpet on the floor, and also the pictures

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mostly menswear, but probably both

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Gant

Ralph Lauren

Paul Smith

2) What are your favorite fashion/apparel brand?(3)

Gant

Ralph Lauren

Paul Smith

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Huge space, the pillars are very dominating,

looks kinda old with the couch, carpet and the fireplace

4) Does it remind you of any other stores? Which ones?

Little Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The huge space with the old interior -

looks like a old livingroom

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, probably high end

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Feuconoble

Gap

Ralph Lauren

2) What are your favorite fashion/apparel brand? (3)

Feuconoble

Gap

Ralph Lauren

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Very dominated pillars, large space, looks like a old livingroom with the old interior

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The old look with the couch, carpet on the floor and the old pictures on the wall

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Ted Baker

Burberry

Ralph Lauren

2) What are your favorite fashion/apparel brand?(3)

Ted Baker

Burberry

Ralph Lauren

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

I like it, looks very inviting with the couch and the fireplace, very old interior and style

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The fireplace, the way they mix old interior with a modern store, the tractor

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mens wear, but probably limited collections of womenswear also

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

H&M

Topman

Uniqlo

2) What are your favorite fashion/apparel brand? (3)

H&M

Topman

Nike

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks very inviting, like a livingroom, the tractor is cool, it's a large store

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor and the way the interior makes it look like a gorgeous livingroom, very old style

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, probably very high end based on the large empty space

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Per seers
2. Levi's
3. shoe shops

2)What are your favorite fashion/apparel brand?(3)

1. Levi's
2. Vans
3. REI

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☐ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Interesting, serving food, tractor, bed,
looks cool

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

no

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

cool props, design,

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H&M
2. marshalls
3. Gerneys

2)What are your favorite fashion/apparel brand?(3)

1. Express
2. Barone Rep.
3. Nike

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

beaut, not my vibe, abstr, hip,
I have simple taste (not a part of this lifestyle)

EUROPEAN
not me.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Urban doesn't look like a cloth. store

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

art installations, tractor, beers with hrs
not fashion but art

6) What kind of merchandise do you think this store would sell?

- ☐ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. stlm
2. Far. 21
3. Gap

2)What are your favorite fashion/apparel brand?(3)

1. A
2. _____
3. _____

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

different, like that its unique => bear. tractor,
artifacts, decor.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

decor. way they display the clothes =
diff setting

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Wille

Gap

Gant

2) What are your favorite fashion/apparel brand?(3)

Wille

Gap

Gant

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

huge space, it looks very old with the

carpet on the floor and the candles, the pillars

4) Does it remind you of any other stores? Which ones?

or very dominant

Ralph Lauren maybe

5) Based on what we have shown you, what do you think is unique and different about this store.

The location, the old interior, makes it

look like a old house

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Guess

Armani Exchange

Urban Outfitters

2) What are your favorite fashion/apparel brand? (3)

Guess

Armani Exchange

Barberry

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks very old with the spinning wheel

and the couch

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

It looks very upcycled with little clothes

and the old interior, but at the same it looks modern

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both probably

GV

21

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Guess
Armani ex
topshop

2)What are your favorite fashion/apparel brand?(3)

Guess
Michael Kors
Armani ex

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

all except Paul Smith

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

nice, antique feel. Looks like
a furniture store

4)Does it remind you of any other stores? Which ones?

Tommy H, lighting reminds of Abercrombie

5) Based on what we have shown you, what do you think is unique and different about this store.

unique is the selling of the experience
it abt close show more

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

GV

20

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

H&M

Uniqlo

Forever 21

2)What are your favorite fashion/apparel brand?(3)

Uniqlo

H&M

Calvin Klein

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

H&M

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Rustic, elegant, expensive

4)Does it remind you of any other stores? Which ones?

Brooks Brothers

5) Based on what we have shown you, what do you think is unique and different about this store.

Shows tradition, skirts, velvet, spring

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Men who want to dress up.

GV

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Forever 21

H&M

ZARA

2) What are your favorite fashion/apparel brand?(3)

HM

ZARA

Forever 21

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Aberc, HM, RL

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Really fancy, looks chill, like the decoration, different

4) Does it remind you of any other stores? Which ones?

no

5) Based on what we have shown you, what do you think is unique and different about this store.

the layout and decoration

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both,

GV

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Forever 21

Express

H&M

2) What are your favorite fashion/apparel brand?(3)

Forever 21

Express

H&M

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

H&M Abercrombie

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

sophisticated, trendy

4) Does it remind you of any other stores? Which ones?

totally unique

5) Based on what we have shown you, what do you think is unique and different about this store.

lounge feel, looks like a livingroom

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both upper end premium clothing

6V

16

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

For 21

Zara

H&M

2)What are your favorite fashion/apparel brand?(3)

balmain

Comptoir

Zara

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

H&M

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

bank, comfy, luxury, hoisy

4)Does it remind you of any other stores? Which ones?

Hollister

5) Based on what we have shown you, what do you think is unique and different about this store.

Spinning wheel. unusual fo see things

u see in a house

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

men, but women would like it

high end men

CV

15

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

banane Rep

BCBG

Bloomingdales

2)What are your favorite fashion/apparel brand?(3)

BCBG

Banane Rep

Theory

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

H&M

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Warm, inviting, feels like a living

room

4)Does it remind you of any other stores? Which ones?

nothing

5) Based on what we have shown you, what do you think is unique and different about this store.

lighting, seating areas, general homey feel

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both, older 35+

6V

13

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

HM

Macey

Bloomingdales

2)What are your favorite fashion/apparel brand?(3)

Kenneth Cole

BCBG

Max studio

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

HL, HM, Tommy

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Inviting, impressive decor, loose colors

4)Does it remind you of any other stores? Which ones?

reminds of furniture store

5) Based on what we have shown you, what do you think is unique and different about this store.

yes, ~~store~~, tractor

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

WSP

11

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Free people

Make well Anthropology

2) What are your favorite fashion/apparel brand? (3)

I brand

Alexa Chung

Free people

3) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

H&M, Abercrombie (12)

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks to expensive for me, laughs
to dark, I want to see the actual color

4) Does it remind you of any other stores? Which ones?

Not of any other stores I've been to

5) Based on what we have shown you, what do you think is unique and different about this store.

The ~~pillars~~ pillars are decorated

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

looks like they sell menswear, is it
a furniture store as well?

DK

34

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Zara
2. HM
3. Urban outfitters

2)What are your favorite fashion/apparel brand?(3)

1. Zara
2. HM
3. Tokyo &

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

oh, wow. Is this a store for clothes?
Looks like they sell furniture because of the candles.
Looks like Urban outfitters in the way

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Yes, looks like they sell a lot of things.
looks like urban outfitters

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

It seems pretty cozy and have a homey but elegant feel to it. The tracktor is pretty awesome.

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. Urban Outfitters
2. ~~Levi's~~ ~~Topshop~~ Topshop
3. ~~Ralph Lauren~~ Zara

2) What are your favorite fashion/apparel brand?(3)

1. Acne
2. Tiger of Sweden
3. ~~Levi's~~ Zara

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks pretty homey. Definitely elegant and well thought through.

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

no, not really. Reminds me maybe a bit of Ralph Lauren with the wooden decor

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

the couches are definitely something you don't see many places. The tractor also

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Bloomingdale's

J. Crew

Kate Spade

2)What are your favorite fashion/apparel brand?(3)

Dior

Fendi

J. Crew

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks like a home or a cabin.
Love the tractor

4)Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

The atmosphere is very inviting
and warm.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Zara
Comptoir des Cotonniers
Moussier

2) What are your favorite fashion/apparel brand?(3)

Chanel
Mark Jacob
Zara

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

rich, comfortable, decoration, too much

4) Does it remind you of any other stores? Which ones?

Abercrombie

5) Based on what we have shown you, what do you think is unique and different about this store.

Apartment, museum, well sound and
have a look at the decoration

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

mens wear
suit, elegant party, sport-suits, t-shirts

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H&M
2. Topman
3. Gap

2)What are your favorite fashion/apparel brand?(3)

1. H&M
2. Topman
3. Gap

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

A lot going on, very untraditional store,
with the tractor and the bear, looks like they have
very little clothes

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Little Ralph Lauren

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Many elements - the tractor, the carpet on the floor,
the fireplace, not much clothes

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

very expensive, high-end

WSP

27

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Zara

Gucci

H&M

2)What are your favorite fashion/apparel brand?(3)

Celine

Dior

Hermes

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Old fashion, luxury clothes
more high end, unique

4)Does it remind you of any other stores? Which ones?

5) Based on what we have shown you, what do you think is unique and different about this store.

never seen a store w. tractor design,
looks hard to design

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

WSP

26

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

H&M

Maidwell

J. crew

2)What are your favorite fashion/apparel brand?(3)

RHLS

Chloe

Marc Jacobs

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

High end, shop/home

4)Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

Interior

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

6V

25

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Forever 21

H&M

Maceys

2)What are your favorite fashion/apparel brand?(3)

Forever 21

Gap

H&M

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Aber H&M

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks like home

4)Does it remind you of any other stores? Which ones?

Billyhicks

5) Based on what we have shown you, what do you think is unique and different about this store.

More focus on the appearance of the store rather than clothes

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

QV

23

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Maceys

2)What are your favorite fashion/apparel brand?(3)

Uniqlo

Ralph Lauren

Tommy H

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

All of them

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Warm, looks like home

4)Does it remind you of any other stores? Which ones?

no, unique, I like it

5) Based on what we have shown you, what do you think is unique and different about this store.

Interior, the design looks delicate

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Bp

35

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Bloomingdale's
2. Bergdorfs
3. Sachs Fifth Avenue

2)What are your favorite fashion/apparel brand?(3)

1. Hilfunt keng
2. Rebecca Taylor
3. _____

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks nice. Very traditional. looks mansion-like.
it have a certain elegance to it.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

not as I can think of right now.

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

the unique thing will obviously be the
fronter and the decor on the display
of the clothes.

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1.

Tokyo 7

2.

Budallo exchange

3.

Urban outfitters

2)What are your favorite fashion/apparel brand?(3)

1.

converse

2.

lucky

3.

levis

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☐ H&M
- ☐ Tommy Hilfiger

none

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

funky, looks expensive, likes the display of clothes and seating opportunities

display

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

looks kind of homey and cosy

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Forever 21

H&M

Meidy

2) What are your favorite fashion/apparel brand?(3)

guess

Cherell

House of dawn (Beyonce)

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

classy, expensive

4) Does it remind you of any other stores? Which ones?

Hollister

5) Based on what we have shown you, what do you think is unique and different about this store.

comfort - look like a home

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

preppy look, nice dresses - classy,

elegant suits

1. rect; women

2. look pict. suits, but

Soho

49

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

A.P.C
Marni
Phillip Lim

2)What are your favorite fashion/apparel brand?(3)

A.P.C
Marni
Phillip Lim

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks European, untraditional,
a bit chic

4)Does it remind you of any other stores? Which ones?

Yes, but i dont remember the
name

5) Based on what we have shown you, what do you think is unique and different about this store.

the tractor, and the home
atmosphere

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

46

B.P

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

RL

Lanvin

Marni

2) What are your favorite fashion/apparel brand?(3)

— — —

— — —

— — —

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

loads chic. cool layout. I def like the pink tractor

4) Does it remind you of any other stores? Which ones?

Maybe something i saw in Europe

5) Based on what we have shown you, what do you think is unique and different about this store.

Def the shabby chic feeling. Reminds my about a mountain lounge

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Prob both

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Mango
Urban Outfitters
Guess

2) What are your favorite fashion/apparel brand?(3)

— 1 —
— 1 —
— 1 —

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks cozy, homely, maybe
a bit dark

4) Does it remind you of any other stores? Which ones?

Maybe Abercrombie because of the
lighting

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor and fireplace

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Onassis
Original Penguin
Am. Apparel

2) What are your favorite fashion/apparel brand?(3)

— ? —
— ? —
— ? —

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Cool, looks like how I want to have my apartment w. fireplace, the carpet and bear

4) Does it remind you of any other stores? Which ones?

Maybe Onassis with the colors. Not any others I could think of

5) Based on what we have shown you, what do you think is unique and different about this store.

The bear, skis on the wall, ~~the tractor~~ tractor

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

(Moods of Norway Survey(Qualitative))

1) What are your three favorite stores to shop for clothes?(3)

Diesel
Ellen Fisher
Zara

2) What are your favorite fashion/apparel brand?(3)

Diesel
Ellen Fisher
Zara

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Everyone except PS

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

luxury, fancy, nice style

4) Does it remind you of any other stores? Which ones?

RL

5) Based on what we have shown you, what do you think is unique and different about this store.

yes, the tractor, the living room atmosphere

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

just menswear. Its not handbuilt for the woman

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

nielo
buffalo exchange
banana rep.

2)What are your favorite fashion/apparel brand?(3)

nielo
banana rep.
gilly Hicks

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

dark, wouldn't be able to concentrate for the cloth, but attract. interior (wouldn't buy anything)

4)Does it remind you of any other stores? Which ones?

lighting - abercromb.
furniture

5) Based on what we have shown you, what do you think is unique and different about this store.

looks like a house (interior), comfort. feeling
atmosph. as will not buy clothes (more focus on inter. than clothes)

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

hilfiger / aberc.
upscale high end casual cloth.
both

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. ALOS
2. H&M
3. Top shop

2) What are your favorite fashion/apparel brand?(3)

1. A. Apparel
2. H&M
3. ALOS

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks handy. Looks good

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Diesel, same features

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Coach, Freeplace, the hanging pants

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Am. eagle

H&M

cent. 21

2) What are your favorite fashion/apparel brand?(3)

H&M

~~sk~~ Kiabi

Pinkie

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

dark, too much things, don't know what they sell
(furniture & clothes)

4) Does it remind you of any other stores? Which ones?

no

5) Based on what we have shown you, what do you think is unique and different about this store.

look like an apartment

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

expensive, dresses

men.

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Northstrom

Holister

Am. eagle

2) What are your favorite fashion/apparel brand?(3)

Coach

Am. eagle

Holister

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

guy type store, good ambience,

Older men store (clothes)

4) Does it remind you of any other stores? Which ones?

NO

5) Based on what we have shown you, what do you think is unique and different about this store.

couches, fireplace, (elegant)

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Older men, elegant stuff

Not casual, not women

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Zara

Aritzia

H/M

2) What are your favorite fashion/apparel brand? (3)

~~W&M~~ Wilfred

H/M

Zara

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

very posh, old fashion, but very

elegant and calm

4) Does it remind you of any other stores? Which ones?

Anthropology

5) Based on what we have shown you, what do you think is unique and different about this store.

Amount of space, clean, looks like

a living room

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mens, more high scaled / high end

79

GV

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

H/M Forever 21 Am. Apparel

2) What are your favorite fashion/apparel brand?(3)

H/M Fossil Am. Apparel

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Nice, high scaled (looks)

More male (don't sell female)

4) Does it remind you of any other stores? Which ones?

Guess (Soho)

5) Based on what we have shown you, what do you think is unique and different about this store.

Furniture lighting in the ceiling, fireplace

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mens wear work clothes (not layered)
expensive

6V

24

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Abercrombie

RL

calvin klein

2)What are your favorite fashion/apparel brand?(3)

— 11 —

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Not Paul SMITH

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

old house mansion, a bit old fashioned

4)Does it remind you of any other stores? Which ones?

Abercrombie/RL

5) Based on what we have shown you, what do you think is unique and different about this store.

② Mansion like, retro

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

expensive, both

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Urban Out.

Uniqlo

Diesel

2)What are your favorite fashion/apparel brand?(3)

Diesel

Uniqlo

Stussy

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks like something never seen before,
like a cabin.

4)Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

the tractor, fireplace, and how the combo
still makes it look exclusive

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

H/M
Uniqlo
Ted Baker

2) What are your favorite fashion/apparel brand?(3)

Same

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks like a home, reminds me of grandpa's living room, but it also looks very modern and cool

4) Does it remind you of any other stores? Which ones? with the tractor

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

the fireplace, tractor, the old furniture, but also a modern location

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Both, but mostly menswear
high end clothing based on all the interior and the large space

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Burberry
J. Cole
Ralph Lauren

2) What are your favorite fashion/apparel brand?(3)

The same

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

I love the fireplace, makes it look warm and inviting, looks like there are few clothes, so I guess

4) Does it remind you of any other stores? Which ones? they are expensive
Ralph Lauren, but this is more high end
(looks more high end)

5) Based on what we have shown you, what do you think is unique and different about this store.

definitely the fireplace, the big space,
makes it look very high end

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both, def. high end

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

NIKE

Levi's

Sears

2) What are your favorite fashion/apparel brand?(3)

NIKE

Levi's

Sears

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks very modern and high end, the opposite of an Apple store since there is a lot going on

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The old furniture, clock going on, the tractor, the furniture makes it look mixing, but it looks modern and high end at the same time

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

DEG
Burberry
Ted Baker

2) What are your favorite fashion/apparel brand?(3)

The Sams

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks very inviting, but cool with the
tractor, looks like a living room, high end

4) Does it remind you of any other stores? Which ones?

Ralph Lauren, but this one looks more
unique / high end

5) Based on what we have shown you, what do you think is unique and different about this store.

The fireplace, tractor, old furnitures,
modern and old at the same time

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Both, but mostly menswear

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Armani
Burberry
Ted Baker

2) What are your favorite fashion/apparel brand? (3)

The same

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Very high-end, it looks cool, looks old based on the furnitures, but modern at the same time

4) Does it remind you of any other stores? Which ones?

Ralph Lauren, but this one looks more unique and high-end

5) Based on what we have shown you, what do you think is unique and different about this store.

The mix of old and modern high-end store, the tractor and old furnitures

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, maybe a small collection of womenswear also

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Burberry
Tommy Hilfiger
Ted Baker

2) What are your favorite fashion/apparel brand? (3)

The same

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

I love it, looks very modern, but old at the same time based on the furnitures, looks inviting, like a livingroom

4) Does it remind you of any other stores? Which ones?

Ralph Lauren, but this is more unique

5) Based on what we have shown you, what do you think is unique and different about this store.

The mix of old and modern, the fireplace, looks like a home

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Both, very high-end clothing

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Burberry

Ted Baker

Abercrombie

2) What are your favorite fashion/apparel brand?(3)

The Sane

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

I love it, look very unique with the tractor and the large space, looks inviting

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor, the large space, old interior, but at the same time the store looks modern

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, but probably womenswear also

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Ted Baker
 Uniqlo
 H&M

2) What are your favorite fashion/apparel brand?(3)

Ted Baker
 Burberry
 Uniqlo

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

very ~~unique~~ unique, looks inviting with
 the old furnitures, but at the same time

4) Does it remind you of any other stores? Which ones? the store looks kinda modern

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor and the large space without with
 the old carpets on the floor

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Both, but mostly menswear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

D/G
Burberry
Guess

2) What are your favorite fashion/apparel brand?(3)

The same

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

different. the tractor stands out - curious what they sell, looks very high-end, inviting

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

def. the tractor, the old furnitures, doesn't look like a typically store

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

probably menswear, but maybe womenswear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Burberry

Paul Smith

Ralph Lauren

2) What are your favorite fashion/apparel brand?(3)

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

I like it, looks like a livingroom, very inviting,
very different from any other stores in NY

4) Does it remind you of any other stores? Which ones?

Maybe Ralph Lauren, but not really

5) Based on what we have shown you, what do you think is unique and different about this store.

Def. the tractor inside the store, and also
the old furnitures - makes it look inviting

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear and womenswear

1) What are your three favorite stores to shop for clothes?(3)

H/M

Ralph Lauren

Ted Baker

2) What are your favorite fashion/apparel brand?(3)

Ralph Lauren

Ted Baker

Burberry

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, J&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks cool, very different, like the tractor

in the store - very diff. from anything I've ever seen

4) Does it remind you of any other stores? Which ones?

maybe Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

looks modern, but like a old livingroom at the

same time, I have never seen a tractor in a store before

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

mostly menswear, but probably womenswear also,

def. high end clothing

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

barera republic
diegel
uniqua

2) What are your favorite fashion/apparel brand? (3)

for varuados
barera republic
Manton hardware

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

like a wingroom, fireplace, like the tractor idea,
don't like the columns (don't fit) but it's too clean,
should be dirty

4) Does it remind you of any other stores? Which ones?

no Urban Outfitters (some parts)

5) Based on what we have shown you, what do you think is unique and different about this store.

tractor wingroom, fireplace

opposite elements going on, could be better
don't understand the ^{execution} part - or how
it reflects

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

~~blazers~~ for don't see clothes,
the clothing
✓ like
something else being sold
both → couches

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

uniquelove
H&M
Burberry

2) What are your favorite fashion/apparel brand?(3)

Burberry
Rich over
Dries Van Noten

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Am. → Ralph Lauren 1 American classic

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

good mix of old antique with modern
architecture

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

suits, polo's & pants
high end (both)

70

Moods of Norway Survey (Qualitative)

WS perh

1) What are your three favorite stores to shop for clothes? (3)

Abercr.

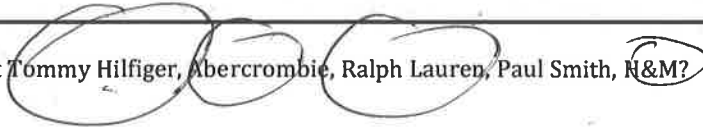
H/M

gap

2) What are your favorite fashion/apparel brand? (3)



2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, N&M?



3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Nice, like old style,

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

Trektor, fireplace,

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Ralph Lauren style, modern - upper class

both

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

bloomingdales

Bonneys

7 crew

2) What are your favorite fashion/apparel brand? (3)

Levi's

Pollo (Ralph Lauren)

Shades of grey

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, ~~Paul Smith~~, ~~H&M~~?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

like it, interested - walk in

cool design, different (furniture)

4) Does it remind you of any other stores? Which ones?

no

5) Based on what we have shown you, what do you think is unique and different about this store.

layout, coloring, furniture - tractor

✓ never seen it before

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

up scaled, costume stuff

(both)

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

~~unilove~~ unilove
 (en's cicars)
 heruth car

2) What are your favorite fashion/apparel brand?(3)



2b) Have you shopped at ~~Tommy Hilfiger~~, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

tractor: trying too hard
 inauthentic, phony, basic

4) Does it remind you of any other stores? Which ones?

NO

5) Based on what we have shown you, what do you think is unique and different about this store.

tractors, interior decorating, urban → unique

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

high end, mens
 suits, (maybe women)

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

J crew
express
hen's

2) What are your favorite fashion/apparel brand?(3)

gucci
express
hen's

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

up scaled, house-warming suit,
outdated, old looking

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

countr aspect; tractor, spinnweal, fire

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

like polo, Ralph Lauren, expensive,
just men, not feminine

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

J crew

banana rep.

brook's brother

2) What are your favorite fashion/apparel brand?(3)

~~Same 3~~

J crew, banana rep.

underarmor

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

not in 10 years

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

upscaled, hip/cool, inviting, trendy
nice

4) Does it remind you of any other stores? Which ones?

no

5) Based on what we have shown you, what do you think is unique and different about this store.

the Atmosph. : upscaled house
nice inter. design

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

trendy, upscale clothing
men, 18-35

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Zara, H&M, Ralph L.

2) What are your favorite fashion/apparel brand?(3)

Reebok, Hugo Boss, Zara, Ralph L.

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

classic, expensive

like Ralph Lauren

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

space, livingroom (looks like)

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mens wear expensive

Moods of Norway Survey(Qualitative)

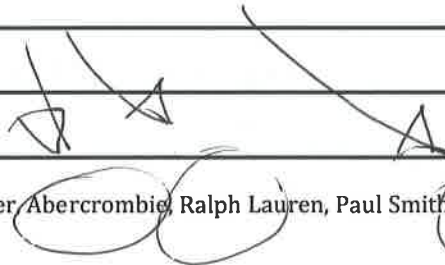
1) What are your three favorite stores to shop for clothes?(3)

cent. 21

low mads

merchels

2) What are your favorite fashion/apparel brand?(3)



2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks cool, meeting lounge

4) Does it remind you of any other stores? Which ones?

color, entrance, for interior

5) Based on what we have shown you, what do you think is unique and different about this store.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

trendy, casual

going out

both

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Burberry
2. Armani Exchange
3. Gant

2)What are your favorite fashion/apparel brand?(3)

1. Burberry
2. Armani Exchange
3. Gant

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

different from any other store I've been to,
I like that it looks very high end

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

NO

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Many elements like the bear, the picture of the
mountains, the way the clothes are shown, the tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Banana Republic

2. Guess

3. Robin's fear

2)What are your favorite fashion/apparel brand?(3)

1. Banana Republic

2. Guess

3. Robin's fear

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Very high-end, unique with the tractor and the bear, looks like they have very limited clothing-lines

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Ralph Lauren

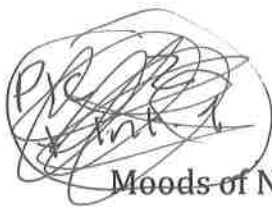
5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The bear and the tractor, alot of elements - but limited clothes

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

def. high end



103

Sulho

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. The housingworks diff store
2. hen's store
3. beakers closet

2) What are your favorite fashion/apparel brand?(3)

1. TOMS
2. Hen's
3. Ralph Lauren

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

women look extreme - intense, all over the place,
vintage

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

housingworks diff store (lower part.)
upper - Ralph Lauren

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

rural feel, clothes washed, brooks
beer

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H/M
2. TopMan
3. Uniqlo

2)What are your favorite fashion/apparel brand?(3)

1. H/M
2. TopMan
3. Tom's

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks cool with the tractor and the bear,
very different, and the women serving food

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor and the bear, old furniture,
people serving food inside the store

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
 - ☒ Womens wear
- high-end cl.

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H/M
2. Abercrombie
3. Barera Republic

2)What are your favorite fashion/apparel brand?(3)

1. H/M
2. Abercrombie
3. Barana Republic

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks very inviting, like a home with the
couch, the fireplace and the carpet on the floor

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The way it looks like a home, the bar, tractor
and the interior - couch and fireplace

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. levis
2. diesel
3. guess

2) What are your favorite fashion/apparel brand?(3)

1. levis
2. diesel
3. guess

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks very inviting, a bit strange with a tractor
inside the store, but I like it - makes the store stand
out

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, the interior that makes it
look like a home

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

high end

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H&M
2. Hollister
3. Topman

2)What are your favorite fashion/apparel brand?(3)

1. H&M
2. Hollister
3. Topman

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks very messy, but I like the tractor.
Don't quite get what they're selling though

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

no

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, the people serving food

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Burberry
2. Urban outfitters
3. Paul Smith

2)What are your favorite fashion/apparel brand?(3)

1. Burberry
2. Paul Smith
3. Tommy

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

That's cool, very intraditional, looks very
old but modern at the same time, I like that it's different

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The old furnitures and interior, but at the same time it
looks modern, the brocker and the fireplace

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Tommy Hilfiger
2. Gap
3. Uniqlo

2)What are your favorite fashion/apparel brand?(3)

1. Tommy Hilfiger
2. Gap
3. Uniqlo

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Very different, the tractor and the bear,
and that they are serving food inside the store,

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Ralph Lauren maybe

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor and the bear, the whole concept of
the store with old interior in a modern location local

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Ralph Lauren
2. Levis
3. Tommy Hilfiger

2)What are your favorite fashion/apparel brand?(3)

1. Ralph Lauren
2. Levis
3. Tommy Hilfiger

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

I like it, looks very inviting with the
fireplace and the ~~couch~~ couch

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Maybe Ralph Lauren

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The interior, fireplace, the bear, tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Benetton Republic
2. Gap
3. Gant

2)What are your favorite fashion/apparel brand?(3)

1. Benetton Republic
2. Gap
3. Gant

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

It doesn't look like a store, more like a
home or livingroom, strange that they are serving or selling
food food

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The interior and all the details that makes it look like a
home, the food serving, and def. the tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H&M
2. Uniqlo
3. Barana Rep.

2)What are your favorite fashion/apparel brand?(3)

1. H&M
2. Uniqlo
3. Barana Rep.

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks nice, very inviting, kinda like
my grandmas livingroom

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

no

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

That it looks like a home with the
old interior, the tractor inside the
store

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Gap
2. Gant
3. Ralph Lauren

2)What are your favorite fashion/apparel brand?(3)

1. Gap
2. Gant
3. Ralph Lauren

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

huge store with alot of space, very
little clothes, the tractor and bear is cool

on
day

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

NO

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, bear and the way the clothes are
shown, very much space and with clothes

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

and expensive
high end / since there are very wrinkled clothes

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Faccorable Faccorable
2. Armani Exchange
3. Barana Republic

2)What are your favorite fashion/apparel brand?(3)

1. Faccorable
2. Armani Exchange
3. Barana Republic

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks like a livingroom, there's a tractor
inside the store - very different from any
other store I've seen

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

N/D

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, the old look with
the old furnitures

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Gant
2. Barera Republic
3. Tommy Hilfiger

2)What are your favorite fashion/apparel brand?(3)

1. Gant
2. Barera Republic
3. Tommy Hilfiger

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

It looks cool, a lot going on, I'm wondering
what kind of clothes they sell

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Maybe Ralph Lauren, but not so much

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, all the detail like the
pictures on the wall, people selling food,
the way the clothes
are shown

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H&M
2. Gap
3. Paul Smith

2)What are your favorite fashion/apparel brand?(3)

1. H&M
2. Gap
3. Paul Smith

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks very different, inviting and romantic with
the fireplace and the heart

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, fireplace, the way the clothes
are shown in the store, the tractor and deck
the best

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. NiNe
2. Abercrombie
3. Ralph Lauren

2)What are your favorite fashion/apparel brand?(3)

1. NiNe
2. Abercrombie
3. Ralph Lauren

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks like a home, a livingroom with the
carpets and the fireplace, kinda strange with a tractor
inside the store

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor, that it looks like a home

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

probably very expensive clothes

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. Tommy Hilfiger

2. Gap

3. Gap

2) What are your favorite fashion/apparel brand?(3)

1. Tommy Hilfiger

2. Gap

3. Gap

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Many things going on, looks very high end, modern store, but old interior

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Ralph Lauren

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Old interior in a modern store, the braeter, fireplace etc.

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Abercrombie
2. Forever 21
3. Gap

2)What are your favorite fashion/apparel brand?(3)

1. Abercrombie
2. Forever 21
3. Gap

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

There's a tractor inside the store, looks kinda cool,
and I like the way the clothes are shown in the store,

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

We found
maybe Ralph Lauren

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The way they show the clothes, the tractor,
beer, the menu serving food and the clothes
they wear

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Very high end

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

Red Baker

Paul Smith

Burberry

2) What are your favorite fashion/apparel brand?(3)

Some

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks very high end, love the fireplace,

looks warm, kinda like a livingroom

4) Does it remind you of any other stores? Which ones?

Maybe Ralph Lauren, but not really

5) Based on what we have shown you, what do you think is unique and different about this store.

The fireplace, a tractor inside a store,
little clothes

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both, but mostly menswear

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Ted Baker
Uniqlo
Paul Smith

2)What are your favorite fashion/apparel brand?(3)

Some

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

A lot of space, cool with the tractor inside
the store, looks very warm and inviting

4)Does it remind you of any other stores? Which ones?

Not really

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor, the huge space, carpets on the
floor, the pillars

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

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GV

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

FOREV. 21
Express
Hocys

2) What are your favorite fashion/apparel brand?(3)

Express, Brever jeans, Michael corse

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks a rule
not very welcoming

4) Does it remind you of any other stores? Which ones?

Reminds of Aberc.

5) Based on what we have shown you, what do you think is unique and different about this store.

dark, looks like a living room (seton)

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

business attire, pricy, more elite
not reach out to small target market
both

6 V

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Hollister
express
Macys

2) What are your favorite fashion/apparel brand?(3)

Guess
Hollister
Calvin Klein

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

not Paul Smith

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks classy

4) Does it remind you of any other stores? Which ones?

Tommy H
J crew

5) Based on what we have shown you, what do you think is unique and different about this store.

How the furnitures are set up. Looks
modern

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

WSP

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Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

H&M
Forever 21
Steve Madden

2) What are your favorite fashion/apparel brand?(3)

LV
Chanel
Marc Jacobs

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Old fashion, looks like a
factory,

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

Lamps looks original

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

looks more like mens

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Macey's
Barnes's

2) What are your favorite fashion/apparel brand?(3)

Comptoir de cotonniers
Diane von Furstenberg
Alice & Olivia BEBO

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Tommy, H&M, Paul Smith

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Nice, The cozyness and the atmosphere looks like a house. Better with a theme

4) Does it remind you of any other stores? Which ones?

Tommy, La Martina, RL

5) Based on what we have shown you, what do you think is unique and different about this store.

The traktor, and the fireplace is nice

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, reminds a bit of RL as well

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

H&M

Topman

Levi's

2) What are your favorite fashion/apparel brand? (3)

H&M

Topman

Levi's

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

It looks very old, not actually my style,
it doesn't feel like a store to me

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

The old look with the couch and the
pictures on the wall

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

H&M
Abercrombie
Levi's

2) What are your favorite fashion/apparel brand? (3)

H&M
Abercrombie
Levi's

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

It looks very old with the carpet and the pictures on the wall, the frames on the pictures, but very inviting with the fireplace

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

That it looks like a home, and also the tractor in the store, it doesn't actually look like a store

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both, but mostly menswear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1.

Mango

2.

Unborn cutters

3.

American Apparel

2) What are your favorite fashion/apparel brand?(3)

1.

Mango

2.

chanel

3.

Prada

2b) Have you shopped at one or more of these stores

☒

Abercrombie

☒

Ralph Lauren

☒

Paul Smith

☒

H&M

☒

Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

definitely homey, relaxed, traditional.

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

yes, but I don't remember the name. but the couch, setup and the chandelier

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

definitely the tractor. The way the show the clothes

6) What kind of merchandise do you think this store would sell?

☒

Mens wear

☒

Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. GUESS
2. Robins jeans
3. Burberry

2)What are your favorite fashion/apparel brand?(3)

1. guess
2. Robins jeans
3. Burberry

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

like that it's different, like the golden tractor,
different way to hang up the clothes, looks inviting,
like a house

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Mix modern with old interior,
tractor inside a store, doesn't look American

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Armani Exchange
2. Levi's
3. Scors

2)What are your favorite fashion/apparel brand?(3)

1. Armani Exchange
2. Levi's
3. Scors

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks very inviting, like a old livingroom
1 like the fireplace

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

no

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The fireplace, the carpet on the floor,
that it looks like a home, or actually like
my grandma's livingroom

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

high end cl.

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. 7. crew
2. Gant
3. Ted Baker

2)What are your favorite fashion/apparel brand?(3)

1. 7. crew
2. Gant
3. Ted Baker

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Very different, looks European with the
blonde people and the picture of the mountains

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Ralph Lauren maybe

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The picture with the mountains, the tractor,
carpets on the floor, the women serving food

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

high end, but not too
prada etc.

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. Nike
2. Urban Outfitters
3. Paul Smith

2) What are your favorite fashion/apparel brand?(3)

1. Nike
2. Paul Smith
3. TOMS

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks European with the picture of the mountains and the norwegian flag, very different - looks like a livingroom, but also abit modern

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Not really

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The people serving food inside a store, like tractor, beer old interior - kinda hard to figure out what they are selling

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

Probably sell high end clothing

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Joe's Jeans
2. ACNE
3. Top Shop

2)What are your favorite fashion/apparel brand?(3)

1. ACNE
2. Joe's Jeans
3. NO. 6

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren ✓
- ☐ Paul Smith ✓
- ☐ H&M ✓
- ☐ Tommy Hilfinger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

chic, trendy. Cool design! I really like the tractor.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

It doesn't really look like all of them, but I am reminded anyway

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor and the fact that it looks like someone's living there

6) What kind of merchandise do you think this store would sell?

- ☐ Mens wear ✓
- ☐ Womens wear ✓

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1.

Bergdorf Goodman

2.

Barney's

3.

Macy's

2)What are your favorite fashion/apparel brand?(3)

1.

Chanel

2.

YSL

3.

Prada

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren ✓
- ☐ Paul Smith ✓
- ☐ H&M
- ☐ Tommy Hilfiger ✓

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Very unique. Got a hipster vibe going on

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Maybe some of the stores in east village or soho area

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

the tractor and maybe the bear.

6) What kind of merchandise do you think this store would sell?

- ☐ Mens wear ✓
- ☐ Womens wear ✓

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Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. David Owens
2. Kaight
3. Bloomingdales

2)What are your favorite fashion/apparel brand?(3)

1. Lulu Frost
2. Zara
3. All Saints

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☐ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Extremely awesome! I have fallen in love with the tractor.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Not really

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Tractor, bear and the fireplace

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1.

Yumi Kim

2.

Pucci

3.

Barneys

2) What are your favorite fashion/apparel brand?(3)

1.

Yumi Kim

2.

Pucci

3.

Fendi

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren ✓
- ☐ Paul Smith ✓
- ☐ H&M ✓
- ☐ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Never seen any thing like the tractor!
The girls look cute, cute dresses

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Yumi Kim maybe

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

the tractor, bear fire place and
skis. Oh and the dinner plates on the wall

6) What kind of merchandise do you think this store would sell?

- ☐ Mens wear ✓
- ☐ Womens wear ~

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W-SP

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. The dressing room
2. Moogshoes
3. Zara

2) What are your favorite fashion/apparel brand?(3)

1. Zara
2. Maria Intecher
3. Daniel Palillo

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren ✓
- ☐ Paul Smith ✓
- ☐ H&M ✓
- ☐ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Awesome. I love the tractor. Really unique and edgy

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Something I saw in Europe, but can't really remember what it was called.

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Yes, as I told you. The tractor is dope

6) What kind of merchandise do you think this store would sell?

- ☐ Mens wear ✓
- ☐ Womens wear ✓

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Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Guess
2. Armani exchange
3. Robins Jean

2)What are your favorite fashion/apparel brand?(3)

1. — ' —
2. — ' —
3. — ' —

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

very cool store. looks like something
that would be in SoHo or something

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor and the bear

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Century 21
2. Macy's
3. The dressing room

2)What are your favorite fashion/apparel brand?(3)

1. Armani
2. Chromat
3. Gucci

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Very special! I love the tractor.
So cool

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No. Or maybe some European,
but I don't know

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Just the tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Bloomingdale's

Topshop

H&M

2) What are your favorite fashion/apparel brand?(3)

H&M

7 for all mankind

Diana von Furstenberg (if I could afford it)

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

all except Paul Smith

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks like a mansion. It's inviting.

Dimmed lights. Looks cool

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

The couches get my attention at once. Very laidback. Cool tractor!

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Zara

HM

Eileen Fischer

2) What are your favorite fashion/apparel brand?(3)

Eileen Fischer

Theory

HM

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

HM, RL

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks very homey. Like it. It looks like it sells expensive menswear.

4) Does it remind you of any other stores? Which ones?

hm, no not really.

5) Based on what we have shown you, what do you think is unique and different about this store.

The factor and the decor in general is nothing like I have seen before.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Like it said, menswear, but I'm having second thoughts. Might sell womenswear also.

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Sachs
Barneys
Urban Outfitters

2) What are your favorite fashion/apparel brand?(3)

Chloe
Marc Jacobs
Diane Von Furstberg

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Cool interior, really like the tractor

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

Tractor, and the cabin look

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Med
2. Catillac's castle
3. Faj 200

2)What are your favorite fashion/apparel brand?(3)

1. Med
2. Chloe
3. Oil Sanders

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren ✓
- ☐ Paul Smith ✓
- ☐ H&M ✓
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

It looks like somebody's home or cabin.
I love the tractor, it's funny

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Not really

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Yes, the tractor is unique. Never
seen anything like it before

6) What kind of merchandise do you think this store would sell?

- ☐ Mens wear ✓
- ☐ Womens wear ✓

5070

141

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Levi's
2. Banana Republic
3. Benetton

2)What are your favorite fashion/apparel brand?(3)

1. Levi's
2. Diesel
3. Banana Republic

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie ✓
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M ✓
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

What a cool store. looks very trendy and expensive? Haha I love the tractor

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

It has a nostalgic feel and look. And the tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear ✓
- ☒ Womens wear ✓

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. All Saints

2. Gals

3. Zara

2) What are your favorite fashion/apparel brand?(3)

1. All Saints

2. Anthropologie

3. Zara

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks very special, like an nice boutique

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

I don't recall

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Like the dresses. Very colorful. I could wear some of them

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Caru

Top shop

HM

2) What are your favorite fashion/apparel brand? (3)

brand

Seven for all mankind

Caru

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

HM

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks pretty old fashioned but, still contemporary, I like it

4) Does it remind you of any other stores? Which ones?

no, or the light might remind me of Abercrombie

5) Based on what we have shown you, what do you think is unique and different about this store.

The interior as a whole are pretty unique
The fireplace, the bear, and obviously the gold heater.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

I would say menswear because ~~that's~~ the interior are probably more appealing to men.

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

free people
urban outfitter
Seven ^{for all} mankind

2) What are your favorite fashion/apparel brand? (3)

brand
free people
seven

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Aber, RL, HM

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Its Rustic, I like that. Looks heavy
and different.

4) Does it remind you of any other stores? Which ones?

no, not particularly

5) Based on what we have shown you, what do you think is unique and different about this store.

The layout is different love the couches
the fireplace and the waffle thing is awesome

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Probably both, but the store

3D 5

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Forever 21

Zara

H&M

2)What are your favorite fashion/apparel brand?(3)

Forever 21

Zara

H&M

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Abercrombie, H&M

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Looks expensive. Like the rustic feeling to it. Looks homey and welcoming

4)Does it remind you of any other stores? Which ones?

reminds me of one, but I don't remember the name

5) Based on what we have shown you, what do you think is unique and different about this store.

I don't think I've ever seen a tractor in a store before. That's pretty neat

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

menswear and womenswear

3P

6

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Bloomingdale's
Barneys
H&M

2) What are your favorite fashion/apparel brand? (3)

Elie Tahari
Jas Gawronski
Theory

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

H&M only

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Oh, looks nice and different, I like the mix of contemporary and hipster-like atmosphere

4) Does it remind you of any other stores? Which ones?

probably a mix between urban outfitters and abercrombie. In a weird way though

5) Based on what we have shown you, what do you think is unique and different about this store.

The unique thing is the implementation of the truck and couches in a store.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Both

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Blooming
2. Free people
3. Urban

2)What are your favorite fashion/apparel brand?(3)

1. Free people
2. Seven
3. J brand

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Different, homey, like it, like the rustic

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No, not really, just a vintage

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The fireplace and the truck. Also the waffles

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

BP

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Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Leven
Ann Taylor
Marc Jacobs

2)What are your favorite fashion/apparel brand?(3)

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Homely atmosphere, warm,
love the tractor, and skis on the wall

4)Does it remind you of any other stores? Which ones?

Don't remember

5) Based on what we have shown you, what do you think is unique and different about this store.

Tractor,

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. H&M
2. Zara
3. Top shop

2)What are your favorite fashion/apparel brand?(3)

1. Zara
2. Marc Jacobs
3. Louis Vuitton

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie ✓
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M ✓
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

I've never seen anything like this!
Very cool

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Yes, the tractor and the bear

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear ✓
- ☐ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Zara
2. H&M
3. top shop

2)What are your favorite fashion/apparel brand?(3)

1. J Brand
2. Zara
3. H&M

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

looks homy, A bit dark, but rustic
elegant

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

no

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The atmosphere and how it's decorated
is different and appealing

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Zara
H&M
Nim & Marco

2) What are your favorite fashion/apparel brand?(3)

J. Brand
Diesel
A. & Adriano

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

All except Paul Smith

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

elegant, sophisticated, modern, high-end
Inviting

4) Does it remind you of any other stores? Which ones?

no

5) Based on what we have shown you, what do you think is unique and different about this store.

Atmosphere, cozy

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

top shop

Carac

Infermix

2) What are your favorite fashion/apparel brand?(3)

1 brand

AC

All saints

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Aber

H&M

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Wow, looks expensive. Different.
Chandeliers, pillars are extraordinary

4) Does it remind you of any other stores? Which ones?

rule? A bit like abercrombie (lighting dim)

5) Based on what we have shown you, what do you think is unique and different about this store.

How do they fit a trucker in there. picture
dresses, desks with clothes, looks like a house
makes you feel comfortable

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Zara
top shop
necessary

2) What are your favorite fashion/apparel brand?(3)

Vintage havana
double zero
smith

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Aber, RL, H&M

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

House-like, feels like home, vintage
Lighting is very serene.

4) Does it remind you of any other stores? Which ones?

No

5) Based on what we have shown you, what do you think is unique and different about this store.

The tralter, the sofas, the couch makes
you feel like you're in a house

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

high end - menswear, very vintage
sort of like the old days

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Diesel

Venzini

Zara

2) What are your favorite fashion/apparel brand?(3)

AG

Diesel

Hard S

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Aber

H&M

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Castle, couches feels like your in a house, feels like your home

4) Does it remind you of any other stores? Which ones?

Abercrombie, lighting

5) Based on what we have shown you, what do you think is unique and different about this store.

The floor, couches, walls

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, because of the mood

WSP

41

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Zara
All saint
Vanzini

2)What are your favorite fashion/apparel brand?(3)

AG
J brand
Marc Jacobs DG

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

none

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Warm inviting cabin feel. Traktor
love, caught my attention. A bit more displaying
of the clothes, but keep the edgy european look

4)Does it remind you of any other stores? Which ones?

not really

5) Based on what we have shown you, what do you think is unique and different about this store.

Different concept. Minimal. Traktor is a
stand out piece.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

from the looks of those pictures more
non orientated, european high end. Masculine
look to it.

WSP

1/9

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Bloomingdale's

2. Barney's

3. ~~Bergdorf's~~ Saks

2)What are your favorite fashion/apparel brand?(3)

1. Helmut Lang

2. Jore

3. Rebecca Taylor

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Honey, Very opid. Its dark.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Maybe Holmister because of the light.

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☐ Womens wear

WSP

120

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Zara
2. Am. Outfitters
3. Henri Bendel

2)What are your favorite fashion/apparel brand?(3)

1. Zara
2. Am. Outfitters
3. Lucky Brand

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

very cool! I like the interior and the tractor.
looks very scandinavian with the skis on the wall

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Maybe Paul Smith

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Yes, the tractor! Very cool. looks cozy and warm and inviting

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

chebea

121

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Seven
2. H&M
3. Loan

2)What are your favorite fashion/apparel brand?(3)

1. free people
2. Seven
3. H&M

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

hip, cool, but still down to earth.
Like the tractor and landmarks

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

the light looks a bit like abercrombie

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

the unique decor, obviously the tractor and
the waffle thing sounds awesome

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

chelsea

122

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. Abercrombie

2. Forever 21

3. Zora

2) What are your favorite fashion/apparel brand?(3)

1. Calvin Klein

2. ~~Men's~~ Men's

3. Zora

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☐ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

wow, that was pretty different, yes.
The tractor catches my attention right away

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Yes, it looks a bit like RL, because of the wooden interior

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

the couches, and the tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Express
2. Zara
3. H&M

2)What are your favorite fashion/apparel brand?(3)

- 1.
- 2.
- 3.

2b) Have you shopped at one or more of these stores

- ☐ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks cold and dark. A bit macabre.
Like the couches though.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

A bit like abercrombie

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

The tractor

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Chelsea

124

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Macy's
2. Bloomingdale's
3. Urban Outfitters

2)What are your favorite fashion/apparel brand?(3)

1. Michael Kors
2. ~~Michael Kors~~ 7 For all mankind
3. Guess

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☐ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks funky, lively and welcoming.

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

Not any I can remember

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Def the bear and tractor. It has a cabin look. I like it

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Chelsea

125

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1)What are your three favorite stores to shop for clothes?(3)

1. Zara
2. Barney's
3. H&M

2)What are your favorite fashion/apparel brand?(3)

1. Chloe
2. Zara
3. Marc Jacobs

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☒ Tommy Hilfiger

3)Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

I think it looks kinda weird. I don't like it. I think everything looks so random and cheesy

4)Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

First time I've seen a tractor in a store

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Abercrombie
GAP
Maceys

2) What are your favorite fashion/apparel brand?(3)

Abercrombie
Levi's
GAP

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Not RL or PS

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Old fashion, look like an antique shop.

4) Does it remind you of any other stores? Which ones?

Abercrombie

5) Based on what we have shown you, what do you think is unique and different about this store.

The fact that it doesn't look like a clothing store. you can come and relax.

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mens Wear

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

Uniqlo

HM

Topman

2) What are your favorite fashion/apparel brand?(3)

Uniqlo

HM

Barons Republic

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks like a house, old furnitures with
the carpet, looks very inviting

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

^{stands out}
The tractor, the old furnitures, doesn't look
like a store

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

probably menswear, high-end clothing

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

Barona Republic
Uniqlo
H/M

2) What are your favorite fashion/apparel brand?(3)

Barona Republic
H/M
Ralph Lauren

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks kinda strange, but cool at the same time.

I'm curious what the tractor is doing there, and it looks kinda like a home

4) Does it remind you of any other stores? Which ones?

Ralph Lauren, but this store is more different and 'strange' based on the tractor and the old furniture

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor, old furniture. It looks kinda strange, but at the same time I wanna check it out

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

Levi's
7. crew
Barbara Republic

2) What are your favorite fashion/apparel brand?(3)

The same

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

beautiful, very interesting, hip, little too much for my style

4) Does it remind you of any other stores? Which ones?

NO

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor, looks very old, alot going on at ^{one} ~~the same~~ time

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, but also ~~everyones~~
def. high end clothing

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Uniqlo

H&M

Top Man

2) What are your favorite fashion/apparel brand?(3)

H&M

Ralph Lauren

Abercrombie

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Very different, elegant, big store with a lot of space

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor, huge space, old furniture

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear,

Expensive clothes

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

J. crew
Baron & Republic
Uniqlo

2) What are your favorite fashion/apparel brand?(3)

Armani Exchange
J. crew
Baron & Republic

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

Extreme, many things going on, don't know
if it is a store or a living room, but I'm curious
what they sell

4) Does it remind you of any other stores? Which ones?

Maybe Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

The tractor, it looks like a home more
than a store

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mostly menswear, but both I guess,
looks very high end

Moods of Norway Survey(Qualitative)

1) What is your three favorite stores to shop for clothes?(3)

H&M
topman
Macy's

2) What are your favorite fashion/apparel brand?(3)

H&M
Banane Republic
TOP ~~Man~~ Man

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

very cool, i.e. that there are old
furnitures, looks inviting

4) Does it remind you of any other stores? Which ones?

Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

the trector inside the store, i've never seen
that before, large space, old furnitures

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, but also womenswear so the
men can sit on the couches waiting,

very high end clothes

Moods of Norway Survey(Qualitative)

1)What is your three favorite stores to shop for clothes?(3)

Adidas
Nike
H/M

2)What are your favorite fashion/apparel brand?(3)

The same[↑]

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

3)Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks like a house, like my grandma's
livingroom, looks very high end

4)Does it remind you of any other stores? Which ones?

No, but maybe Ralph Lauren

5) Based on what we have shown you, what do you think is unique and different about this store.

looks like a living room, very ~~easy~~ inviting,
but I guess it's not cheap to shop there

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

WSP

8

Moods of Norway Survey(Qualitative)

Introduction:

Excuse me miss/mister, I am a Norwegian student doing a research on people's shopping habits in NY. I was wondering if you would be so kind to give me five minutes of your time to help me out by completing a short survey.

1) What are your three favorite stores to shop for clothes?(3)

1. Ralph Lauren

2. Levis

3. Urban Outfitters

2) What are your favorite fashion/apparel brand?(3)

1. Ralph Lauren

2. N.Y. 07

3. ACNE

2b) Have you shopped at one or more of these stores

- ☒ Abercrombie
- ☒ Ralph Lauren
- ☒ Paul Smith
- ☒ H&M
- ☐ Tommy Hilfiger

3) Now we would like to show you some photos of the interior of a new store opening in NY. What are your first reactions?

Looks like a cabin. Looks like a homie atmosphere

4) Does it remind you of any other stores? Yes / No. If yes, which ones? Why?

No

5) Based on what we have shown you, do you think there is anything unique, new, or different about this store? What? Anything else?

Never seen a store which looks like a cabin. The tractor is cool and unique

6) What kind of merchandise do you think this store would sell?

- ☒ Mens wear
- ☒ Womens wear

6V

14

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

Maceys

Hollister

Abercrombie

2) What are your favorite fashion/apparel brand?(3)

Hollister

Calvin K

Levi's

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

Aberc, H&M

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

gloomy, old fashioned, comfy, modern

4) Does it remind you of any other stores? Which ones?

no

5) Based on what we have shown you, what do you think is unique and different about this store.

the decoration, the furniture

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

both

6V

17

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Diesel

Abercrombie

Patricea Pepe (Jens)

2) What are your favorite fashion/apparel brand? (3)

Diesel

Dior

BC

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

H&M, Paul all except Tomm

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

classy, luxuries, cozy

4) Does it remind you of any other stores? Which ones?

no, not really

5) Based on what we have shown you, what do you think is unique and different about this store.

Seems classy and a bit hipster. Calm atmosphere, comfortable shopping environment

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Menswear, both nice dresses and suits

Moods of Norway Survey (Qualitative)

1) What are your three favorite stores to shop for clothes? (3)

Top man
Urban outfitters
Ralph Lauren

2) What are your favorite fashion/apparel brand? (3)

RL
Paul Smith
Levi's

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

yes, everyone but Abercrombie

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

looks contemporary, but classic elegant.
I like the atmosphere, it feels like a home

4) Does it remind you of any other stores? Which ones?

no, perhaps the light remind me of Abercrombie

5) Based on what we have shown you, what do you think is unique and different about this store.

The couches are very appealing. You feel like you are welcome. That's probably the most unique thing

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

menswear. I don't know why, but elegance like this is more masculine

Moods of Norway Survey(Qualitative)

1) What are your three favorite stores to shop for clothes?(3)

century 21 (only for)

2) What are your favorite fashion/apparel brand?(3)

Ben Sherman

2b) Have you shopped at Tommy Hilfiger, Abercrombie, Ralph Lauren, Paul Smith, H&M?

No

3) Now we like to show you some photos of the interior of a new store opening in NY. What's your reaction?

flexing, high class / high end cloth.

4) Does it remind you of any other stores? Which ones?

Abercrombie (lights)

5) Based on what we have shown you, what do you think is unique and different about this store.

pillows, fancy furniture, tractor

feels like a home

6) What kind of clothes do you think they would sell? Menswear/Women's wear, both?

Mens, pos-mens.

high end, fashionable

business attire